

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

APRIL 16, 1949



The Ravens and Dinah Washington, the "Steam Roller Unit" which has been racking up a flock of top grosses on a series of one-nighters, at a recording session. Standing left to right are Warren Shuttles, Matthe Marshall, Leonard Puxcy, Dinah and James (Rickey) Ricks, the latter the Ravens' leader. The Ravens' latest sides for National include "Deep Purple" and "Leave My Gal Alone," and Dinah recently did "Laughing Boy" and "You Satisfy" for Mercury. Universal Attractions has scheduled the unit for a bery of upcoming dates following the April 15th engagement for one week at the Apollo Theater, New York. Included are Armory, Indianapolis, April 23; YMCA Circus, Keil Auditorium, St. Louis, April 24-30; City Auditorium, Kansas City, Mo., May 1; State Theater, Cincinnati, May 6-12; Paradise Theater, Detroit, May 13-19; Regal Theater, Chicago, May 20-26; Auditorium, Toledo, May 27; Nu-Ems Ballroom, Youngstown, May 28, and East Market Gardens, Akron, May 29.

PRE-RELEASE ORDERS INDICATE
THAT THIS WILL TOP "BALLERINA"
"COOL WATER" AND "LET IT SNOW"

"RIDERS IN THE SKY"

VAUGHN
MONROE



RCA VICTOR RECORDS



20-3411



NY Palace To Revive Vaudeville

RKO Skeds Acts' Return About May 30

FCC Demanding "Cash on Line" For Bid Decish

Swope Joins Staff of RCA

NEW YORK, April 9.—Cash on the line is the credo of the Federal Communications Commission today as it demands that the Radio Corporation of America (RCA) as a policy consultant. His activities will

In Union Huddles

NEW YORK, April 9.—The Palace will go back to flesh on or about Decoration Day. RKO circuit toppers are dickering with the stagehands and musicians union for terms and conditions. As soon as an agreement is reached, the announcement will be made.

The plan is to use full-week stands of eight acts plus a picture, the emphasis will be placed on small acts who need showing dates for bookers to see them at their best. The house will have a full pit band, lights and everything else it had when the Palace.

WAVELENGTHS "C" AND "A"

Mayflower Doctrine Out, Says Miller in Key Talk

CHICAGO, April 10.—The Federal Communications Commission has "abandoned" the Mayflower Doctrine, which prohibits editorializing of the news by broadcasters and broadcast licensees. Judge Justin Miller, president of the National Association of Broadcasters (NAB), declared here today (Sunday). The judge's statement came during the course of his major speech at the 27th annual NAB convention, when he addressed the non-affiliated stations at their "independent" day session.

Altho the FCC has not formally renounced its Mayflower stand, Miller declared that a recent ruling had, as far as he was concerned, "shown that the commission was no longer applying its provisions. The Mayflower Doctrine was promulgated by the FCC some years ago following partisan electioneering by a Boston station. Miller's point was made during an address in which he pointed out (as reported previously in *The Billboard*) that constant claims that the networks dominate American radio were completely unfounded. Insofar as the Mayflower regulation goes, Miller declared:

"Fortunately, the abandonment by FCC of its Mayflower Doctrine has resulted in widespread development of news, commentary and editorial analysis in hundreds of broadcasting stations around the country. The (NAB) has already begun to effectively offset a trend toward network work completely monopoly, which had threatened to be smothered by the arbitrary prescriptions of that ill-fated administrative dictum."

Miller pointed out that network monopoly charges could not be true since, among them, the webs only own a total of 18 stations out of the nation's 2,600-plus. In addition, a large percentage of its stations have no network affiliation whatsoever, operating completely independently.

"Voice" \$\$ Cut May Not Stick

WASHINGTON, April 9.—The State Department is looking to the NAB to receive a small part of the \$20,000,000 of the new \$100 million budget of the agency's educational funds by the close of the week. The NAB has accepted the recommendation of its approprate committee and allocated \$74,000,000 to the State Department for education work abroad, which included a small amount of money for the Voice of America.

How much the Voice would suffer by the House cut would depend upon how the State Department decided to award the cut.

The House cut would mean that the Voice in its first year would lose \$36,000,000 on the \$100 million educational fund. The House cut would mean that the Voice in its first year would lose \$36,000,000 on the \$100 million educational fund.

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The charge that radio is also controlled by a handful of national advertisers is also without substantiation, Miller said, pointing out that only 3 per cent of all radio advertising expenditures goes to the webs, with local retail advertising having the largest classification of radio expenditures at 40 per cent.

Joly To Guest When He Bows Out for Kraft

HOLLYWOOD, April 9.—Al Jolson will limit his radio activities to guest shots for the immediate future, following his May 28 bow-out from the Kraft show. His contract expires April 22 and will not be renewed by the cheese maker. Jolson was en route East at press time.

According to intimates, the singer has frequently voiced his preference for guesting to a regular show. He receives \$7,500 per week for his Kraft series, which nets him \$700 after taxes. Joley feels he can get \$7,000 per guest shot and probably net more than he does now since he wouldn't be working a 39-week spread. Furthermore, he will welcome guest shots to help plug his new dramatic picture which will be released in August. He will meet with J. Walter Thompson's men who in New York as well as a hassle with tax officials during a hop to Washington.

Powell for NBC Sun. 7 P.M. Slot

NEW YORK, April 9.—A new Dick Powell whodunit, titled *Richard Diamond, Private Detective*, has been selected by the National Broadcasting Company (NBC) to take over the 7 p.m. Sunday period starting April 24. The time is being vacated by the *House of Mystery* amateur show, which is being taken back to 10:30 Sunday.

The Powell show was selected over other entries. Concocted as follows, that the new "sophisticated" murder series will fill the spot only during the summer months, with NBC

Non-Newspaper Bidder Wins Tho Rival Has Better Set-Up

WASHINGTON, April 9.—The Federal Communications Commission is apparently ready to proceed straight through in its policy of preferring bidders without newspaper affiliation in competing applicants. In a decision this week, the FCC gave a grant to a non-newspaper bidder over a newspaper applicant despite the fact that the latter had a better developed program and offered a better listening audience.

In rejecting the bid of the *Washington Post* Company for a new station in Baltimore, Md., the FCC said the fact that the company's stockholder is the company "was also the deciding factor." The grant went to White River Valley Broad-

Treasury Brass Eye NBC-McGee Cap Gains Deal

HOLLYWOOD, April 9.—Outcome of a proposed capital gains deal between Jim and Marion Jordan (Fibber McGee and Molly) and National Broadcasting Company (NBC) rests upon the Treasury Department's interpretation of salability of the fictional radio characters of Fibber and Molly. Preliminary agreement has been reached between web and comedy team's attorney Loyd Wright following series of confabs with top brass in New York. Capital gains proposal, first discussed with the Jordans by Niles Trammell several months ago, understood to have been one of the pledges which induced Jordans to remain with NBC. Insiders feel there is a strong chance that sale will okay the deal inasmuch as the set-up is basically the same as the Amos and Andy capital gains structure with Columbia Broadcasting System (CBS). Both Fibber and Andy are fictional characters created for radio and hence saleable properties. Legal eagle held that sale or lease of Fibber radio-television rights to NBC would be totally within the scope of the capital gains law.

Similar terms have not been disclosed but the web is understood to have offered the Jordans a guarantee of income over a 10-year spread. NBC would, in turn, control all video, radio and fringe rights.

Chestfields Nix "Sing It" Deal

NEW YORK, April 9.—The Chestfields Corp. (Largest of Myers) deal to acquire Sing It Again now on the Columbia Broadcasting System (CBS) Saturday nights 10 to 11 p.m. has fallen thru. The sponsor is unable to believe its other radio commitments would preclude adding another program to the advertising budget.

However, the reported decision of the web to increase the program's jackpot to 50G and move it into the Sunday evening at 7 p.m. slot as a summer replacement for Jack Huddle has hyped sponsor interest. Several prospective backers have asked the web for recordings.

preparing a show with more vitamins for its fall opposition to Jack Denry.

Non-Newspaper Bidder Wins Tho Rival Has Better Set-Up

In net decisions on competing bids the FCC has usually preferred non-newspaper bidders. Only when other factors were similar for both applicants. In the Dateville case the newspaper winner had better qualifications on two of the three criteria used, but still lost out.

The FCC said that it recognized that Dateville Broadcasting "possesses a greater degree of integration of ownership in the proposed station and program of the station" and that it recognized that the program of Dateville Broadcasting Company has been further developed.

"However," said the commission, "we do not believe that these considerations outweigh the new-paper case which we consider to be controlling."

Tele Growth Angle Ends Honeymoon

Code ? to the Fore

(Continued from page 3)
healthy as it is possible as television gains additional strength each day.

The agenda of the convention is in itself indicative of the economic problems, with a considerable emphasis on sales problems, either in the way of developing new business or new sources of revenue. This applies both to the general agenda and that of the non-affiliated stations which for the first time in NAB history, have a full day being devoted to their particular problems.

Meanwhile, just before the convention opened, it was announced that the authority of the board of directors to promulgate a standard of practice (code) had been substantiated in a mail referendum. The legality of the code adoption had been challenged by Ed Bresn, KVFU, Fort Dodge, Ia., but a vote of 760 to 270 supported the board's powers. This removes any doubt of the code becoming effective next month for all NAB-member stations, many of which have actually been operating under its provisions since the first of the year. The big question remaining, however, now is whether the code will gain observance as sales problems grow increasingly acute. The first of the code will allow the membership vote to place a limit on NAB directorships, with a new limit of two consecutive terms "enacted."

The convention will be one of the largest in years, with an expected registration in excess of 1,500 and a total attendance of 2,500 or more.

Frank White Succeeds Kobak As MBS Prexy

CHICAGO, April 9.—The formal appointment of Frank White as president of Mutual Broadcasting System (MBS), was announced yesterday, following a meeting of the network's board of directors. White, now president of Columbia Records, succeeds Edgar Kobak, with Kobak entering the business consultant field. Mutual was the first station which's election finally substantiated rumors which have been current several weeks.

Ted Streibert, president of WGN, the new Mutual board chairman, succeeding Lew Weiss, of Don Lee. Thomas O'Neill, of Yankov, is vice-chairman and M. S. Schuchman as secretary. Frank Schreiner of WGN, Chicago, was elected as new Mutual director, succeeding Chase Campbell.

In addition, all Mutual board members were elected, three including Jess Barnes, sales, Abe Schuchman, news, special events and press. Bob Schmidt program sales, James Johnson, promotion, advertising, Adm. Bro. Midwest division, Pete Janis, engineering and station manager, and James Wallen, treasurer.

Richard O'Brien, vice-president to succeed Phil Carlin, recently resigned, is expected until White's takeover. M. S. Schuchman, White's successor at Columbia Records, Edward Wallerstein, ex Music Department this issue.)

Counterpoint Programming, Mixed With Specialization, Is Indie Need, Says Coutu

By Ted Coutu
Vice-President, WNEW, New York

WHERE programs are concerned, too many stations feel they must have Gollath on their team when really Little David would be the answer to listening and ratings. The quality of programming today is the edge that will cut up the bigger life of the listening apple pie. To top managers and other programming personnel feel that the key to higher ratings is big names, big jackpots and big orchestras. Fanfaring your way into the listener's home may be noisier but perhaps not as efficient as simplicity. It's hard to be patient and eye your schedules with relaxed conviction when the competition gets keener, but one must invest in new ideas, simple ideas, pleasant moods to keep up his end of the kilocycle band.

Here at WNEW we have been a constant exponent of switch programming. Our basic pattern evolved by scheduling those features which were not generally available at other stopping-off points on the radio band. We planned our schedule against the others. A station that is alone in its community must provide a more varied diet of fare, but in cities of multiple outlets there ought to be less carbon copying. Such programming doesn't call for large expenditures. Money in bundles is a nice thing to have, but it is a poor substitute for ingenuity.

Counterpoint Programming

You may be interested in some of the things we've done. When everybody has news on the hour, we scheduled ours on the half hour. When everybody went mad with giveaways we arranged a "takeaway" program. When people attacked spot announcements we earned a wall full of cards by using that very technique to "sell" the first prevention on traffic safety, GI Insurance and the United Nations. When the nets hired comedians to be funny we hired them to be serious; we had Milton Berle playing Romeo, Henry Morgan doing "The Telltale Heart," Mrs. Nussbaum as Lady Macbeth—all playing it straight for their favorite charity.

Above all, in the process, we built a definite personality for the station. We have an identity. When people sit at home and felt in the need of music, they thought, "Let's turn to 1130." We put our news on the radio—nothing shows of the President keeps it from its appointed rendezvous so that when someone wanted to know what was going on at the moment, they switched and knew that at half after any hour they would be served the headlines buffet-style.

"Operation Fluid"

To the local manager, opportunity is something that should be part of life. Radio. Muscular programs can move as fast as sprinters. Keeping your operation fluid, even when the time every evening is what we call "Operation Fluid." It is necessary to have a source of action, without being a source of action, but a source of action and an elimination of all the noise fast is necessary as a station manager. This means of being able to plan a station at any moment. It demonstrates to the listener that you must be thinking of them at all times. They grow to depend on you.

It was for this reason that we have recently looked over our schedule and we have found that we are on the money that we would have the proper balance of high and low ratings. It is a good example of the kind of qualitative ratings. This type of programming is a specialized programming as well as

has already taken root in our schedules. Adventures With Stamps makes a direct pitch for the several hundred thousands of philatelists in our area. On tap are programs on dog-eating for men, photography and amateur participation sports, such as the national amateur tennis tournament. We also schedule casting news for the 20,000 thespians around town, a provocative Gilbert Seldes commentary for the intellectual aristocrats. It is these specialty tuners-in who create kilocycle traffic. An important note: We always plug a regular feature after specialty program.

Handling Records

The very nature of records is such that the guy who comes up with the "different twist" in the handling of disc sides will be the one who wins on points. Identical records are obtainable by all stations. Matching up an idea with the records is more than a simple scheduling item. Here again the yardstick is not how much green stuff you use—a it is the gray stuff you apply.

WNEW's schedules you'll hear Hollywood tunes packed together as (See Counterpoint Programming, p. 14)

Sell Indies in Packaged Groups, Urges Cal Smith, As Counter-Move to Video

By Calvin Smith, General Manager, KFAC, Los Angeles, Director, NAB 16th District

IT IS no secret that the experienced men in the sound broadcasting business do not anticipate the future with any great degree of optimism. It is becoming increasingly apparent that our national economy cannot stay on the uphill grade forever, as it has been the last 16 years. The tremendously increased number of stations which are coming on being daily in the AM, FM and television fields add an acute problem for the established AM investments. It is increasingly evident that astute management will be required in future operations to stay in business and that many marginal stations are going to drop by the wayside.

In the case of the network affiliates, their situation is inevitably tied up with the national trends in the network field. In the case of the independent operator, his own judgment and ability in management are the only factors between survival and bankruptcy. In past years it has been virtually impossible to get the independent stations united in any concerted action for their own benefit. I believe the condition we face in radio today makes concerted action on the part of the independents

a matter of life and death to many of them.

Those in the South have different problems than those in the North and East, and both have different problems from those in the Midwest and West. Metropolitan and small-market stations are not comparable. We are not tied together by a common bond, as is true of the network affiliates. It is essential to our survival to strive for a unified front because, in spite of the geographical and cultural differences of our various areas, our basic problems are the same.

Need National Bar

The one large source of revenue virtually untapped by the non-affiliated station is the national advertiser. The reason we have never tapped this source is that we have offered no practical package they could buy. For a time buyer in a national agency to attempt to weed the wheat from the chaff in the offerings of a thousand independent stations is obviously an impossibility. Your representative may do a bang-up job for you, but I'll warrant your percentage of national revenue is quite small.

There is a practical answer to all this. That answer is to create a package that is salable on the national level.

What I propose here is naturally in the idea stage. There will be many obstacles in the way of its realization, but it can be done. By co-ordinated program specialization in comparable markets and the offering of a group of these specialized stations as a single package, the non-network station can offer beamed audiences at a lower cost than has ever been done in radio before on a large scale. Specialization may either be applied to the entire station or to substantially large blocks of time to establish the desired audience.

Main national advertisers would (See SELL INDIES on page 16)

"Had Your Brakes Checked?" -- A Lesson in Top Promotion

By Lee Little
Station KTUC, Tucson, Ariz.

Lee Little, manager of KTUC, the author of this article, is a "lifetime" promotion winner this year. He won first place in The Billboard's 1948 promotion contest and the Ford Motor Co. donated by the Ford Theater for the best station promotion of the year in connection with that program. In this article, he outlines certain promotional basics—whichever, in view of radio's position today, are more urgent than ever before.

THE PROMOTION of KTUC and its programs and various activities is based on a very simple formula (policy). The promotional ideas we have used in the past are those with which no one can quarrel. Some of them have commanded community support—support from civic organizations, city officials, law enforcement bodies, and many others. After all, no one can quarrel with "good." If a promotion concerns itself with something more than straight commercialism—a public service twist—many people will pitch in and help that promotion without realizing the commercial side of it.

As an example, no one can quarrel with safety. Our Safety Campaign promotes first of all—highway safety—then our network, CBS—our call letters, KTUC—and our position on the dial. The sheriff of our county recognized the value of these highway signs, asked for and got a supply, and at his own expense installed them in locations where they do the most good. This is a good example of a promotion which commands the help of law enforcement bodies. Incidentally these highway signs are at the corners of streets and highways visible to all drivers of automobiles and their passengers.

It has been an amusing and entertaining tool. A good example is using a stage set on a big truck and a live cast which paraded the streets of Tucson pushing movie signs for the Ford Theater to KTUC. This is not unusual, but when a large crane lifted the Ford Theater

from the truck and actually moved it to KTUC, people got a laugh and remembered it. In this case, because the stunt was novel, the moving picture did the work for free and used pictures in some of their local display advertising.

If our promotion is high-powered, it's because it's done in such a way (See HAD YOUR BRAKES page 23)

For Profitable Selling—Investigate

WILMINGTON DELA.	WGAL LANCASTER PENNA.
WKBQ HARRISBURG PENNA.	WRAT READING PENNA.
WORK YORK PENNA.	WEST EASTON PENNA.

STEINMAN STATIONS
Clair R. McCollough, Managing Director
Sponsored by **ROBERT MEEKER ASSOCIATES**
Chicago San Francisco New York Los Angeles

ALL SERIOUSNESS ASIDE—IT'S

the Henry Morgan Show





... proving there's no better way to die than laughing at happy Henry Morgan, back on his favorite cigar-store corner and putting the Indian sign on any straight face, tight lip, or raised eyebrow within earshot.

MORGAN'S CREW

... GERARD, famous for his unreconstructed voice; for the face that frightened guest-sponsor Fred Allen into remonstrating "What is this? Give me a stick so I can beat it to death!"

... LISA KIRK, singing sensation of Cole Porter's "Kiss Me, Kate," and the accomplished music of Milton Katims and his orchestra.

... PATSY KELLY, uneasy owner of the cigar store and hilarious hunter of men.

THE HENRY MORGAN SHOW has everything—everything but a full-time sponsor who won't flinch when his sales go up like a jack-in-the-box. •



an NBC PRODUCTION

THE HENRY MORGAN SHOW is one of many choice NBC productions now ready for low-cost sponsorship. Information on these new programs is available on request.

THE BILLBOARD

AFM Rep Says 80% on Ribbon Within 6 Mos.

Set-Tap Tough on Musickers

HOLLYWOOD, April 9.—Within six months over 80 per cent of all network shows originating here will be done via tape recordings, according to Phil Fischer, radio-tele rep. of Local 47, American Federation of Musicians (AFM). While some traders were inclined to add more time to that estimate, agreement was general that this trend is definitely under way. Fischer said the trend to tape was rapidly assuming widespread acceptance after a slow start, with indications that all but straight musical stanzas may eventually switch to tape. Shows which pioneered in tape recording, such as the Crosby show, have proven successful from every angle, thus encouraging general industry use.

Switch from live to tape sessions has shown a marked increase during the past two weeks, Fischer reported. According to Local 47 records, following shows will use tape exclusively or combine taping with live airs, depending on requirement of individual broadcasts: Burns and Allen, Allen Young, Al Jolson, Eddie Cantor, Martin and Lewis, Ozzie and Harriet, Roy Rogers, Groucho Marx, Abbott and Costello, Judy Canova, Life of Riley, Blondie and Allan Day, Sam Spade, Double or Nothing, This Is Your FBI, Hallmark Playhouse, Take It or Leave It and Screen Guild Theater.

Advent of tape-recorded airs hasn't set well with orkers of Local 47 officials say. Although sales for taped shows are approximately 25 per cent higher than live fees, musicians working taped airs report loss of work because of conflicting, irregular recording schedules. Unlike regular weekly live broadcasts, tapes are being set up on a catch-as-catch-can basis, often forcing orkers to refuse other calls because of conflict in taping dates.

WHITE SULPHUR SPRINGS, W. Va., April 9.—Clarence B. Goshorn, president of Benton & Bowles, this week was elected chairman of the board of the American Association of Advertising Agencies. Other officers chosen at the org.'s 31st annual meeting here were Fairfax M. Cone (chairman of the board of Foote, Cone & Belding), vicepres., and Warren E. Kraft (vicepres. of Honig-Cooper Company, Seattle), secretary-treasurer.

Have Luckies Got CBS on Hook for 35G Over Benny?

(Continued from page 3)

Benny with a 28.7 on NBC, compared with 21.5 in the similar report last month. The second March, 1948, Hooper report gave the comic 24.3, against 19.7 in the last report. The total difference is 11.8 points, or at the rate of \$3,000 per point, \$35,400.

High Brass Mute

But you can't prove it by the powers that be. The *Billboard* tried, and met with some highly unusual results. A top official of the agency handling the show, Batten, Barton, Durstine & Osborn (BBD&O), said simply: "I can't tell you a thing about it. I just can't say whether it's so or not." He refused to deny that the clue exists, or that he has knowledge of any rebate, but maintained that he was as mute as the monkey that speaks no evil.

Vincent Riggio, the president of American Tobacco, might be considered in a position where he'd know of such a windfall of loot. But not so, said Mr. Riggio. Reached at his home, he maintained stoutly: "I just don't remember. You know, so many contracts come over my desk. And this one was signed three or four months ago. Wasn't it? I'd have to check my audit department to find out if any money came in. That rebate clause? I just can't remember that clause."

NBC Looks Happy

As for network officials, not one at CBS could be reached who would comment. But those at NBC, while they wouldn't talk, were suspicious.

No Bess

NEW YORK, April 9.—Emphatic denial that WJVN, Newark, N. J., was negotiating with Herman Bess for a sales post at that station were made this week by Ivan Newman, manager of the Newark outlet. The report was published in The *Billboard* last week.

Newman declares that WJVN does not contemplate any move Bess-wise; that no negotiations have been held and none will be. He means it.

Pubserv Orgs and Indies Seek Hypoed Cuffo Waxings

NEW YORK, April 9.—A move was on this week for public service groups seeking cuffo time on indie stations thruout the country to organize themselves into a group which would raise the quality of the material they send broadcasters and possibly work out rotating schedule whereby campaigns would not be skedd in "conflict with others. The plan was set up at a meeting of the pro-100 subcommittee of the non-affiliated station group of the National Association of Broadcasters (NAB), attended by representatives of 30 pubserv orgs.

The NAB sub-group was concerned with setting up unified procedure for the pubserv groups to send their material to the local media, and also with upgrading the quality of the waxing and scripts sent. The sub-group was authorized by 400 NAB indie members to negotiate with the pubserv group for improv-

amiriks on their faces.

The American Tobacco stocks, they meeting, slated for Elimination, N. J., last Wednesday, is believed due to have a few more *clashes* over the switching of networks by the show. George Washington Hill Jr. is said to retrieve him all-out campaign to get the ad manager's job last year. And a couple of other ad agencies, including Young & Rubicam and Foote, Cone & Belding, are known to be lurking about in case a revolt jurs the account loose from BBD&O.

The my tery of the \$3,000-per-point clause has been puzzling traders ever since the network switch at the end of last year, when the story first was bruited about. Denied at the time, it nevertheless has continued to crop up. And while it can't be confirmed at this date, neither was it denied.

AFRA Settles 7-Wk. Strike Vs. WSAY

ROCHESTER, N. Y., April 9.—The American Federation of Radio Artists (AFRA) settled its strike against WSAY, here, Wednesday (8) with the signing of a pact guaranteeing the station's employees union conditions. The strike against the outlet, which is owned by Gordon Brown, lasted for seven weeks.

It was the first contract that Brown has inked with a labor org., having previously beaten the National Association of Broadcast Engineers and Technicians (NABET) in a similar struggle several years ago. The agreement will mean that the four announcements at WSAY will get assigned fees, hiking their salaries about 10 per cent. The pact also guarantees them vacations, security provisions and a union shop.

In one year, AFRA has signed all seven stations here to contracts. This week it means the first of these pacts with WHEC. The new WHEC contract will bring the announcers at the Frank Gannett station \$10 and \$12.50 more per man.

Showman Hop To NBC's Video Post Undecided

CHICAGO, April 9.—Laid-hold that J. E. (Jimmy) Showman might still be leaving his present post as vice-president in charge of the National Broadcasting Company central division to become TV sales manager of the net in New York was seen here this week, when Showman said the final decision on the matter had not yet been made, and that it would not be made for at least another month. Showman indicated the move was definitely still in the air.

Talk about the possible change continued hot at NBC headquarters here this week, with many expressing the opinion that Showman definitely would move.

In view of the fact that Kay DuKe, who once offered Showman's post, has definitely turned down the change because of his determination to stay in New York, speculation concerning the future of NBC continued. One top NBC official said DuKe definitely would not move to Chi, and in view of his reluctance to take a public relations post offered him by NBC, there was a strong possibility that he would be leaving the net for other pastures.

With the possibility still existing that Showman will leave here, and with DuKe out of the running, it appeared most likely that if Showman went to New York, a local NBC executive would step in to sponsor the likely successor to Showman in that case, it was stated from a top authority, would be Paul McCluer, present vice president sales manager of the central division.

Air Force Mulls CBS "Football Roundup"

NEW YORK, April 9.—The United States Army Air Force this week was reported interested in sponsoring the Columbia Broadcasting System's (CBS) Saturday afternoon Football Roundup next fall. The program was initiated last year by Red Barber, the web's sports director, has radio correspondents stationed and reporting to the CBS audience from every big football game thruout the country.

CBS was made an incomplete study of audience reaction to last fall's trial broadcasts and found that interest was especially acute at the beginning and end of the afternoon. Football Roundup is a costly package to buy the approximately \$4,000 weekly fee to broadcast from the heavy line champs and the salaries to Barber and his staff of commentators, and the CBS executives.

CHICAGO AUDIENCE FACTS

Sunday,
12 Noon to 2 P.M.
Network A 1st
WIND 2nd
Network B 3rd
Network C 4th
Network D 5th
PULSE
Jan.-Feb., 1949

560 KC
24 hours a day

BILLBOARD HEADQUARTERS
NAB CONVENTION
SUITE 550A
HOTEL STEVENS, CHICAGO
Delegates are cordially invited to inspect the prize winning entries in the 11th Annual Radio and Television Promotion Competition

WE'RE PROS

... at **PROMOTION**
and **PROGRAMMING**



We're happy to announce that WNEW has been awarded top honors for audience promotion for 1948 by Billboard Magazine. What's more, we're proud that this is the third time in the last four years that WNEW has been so honored.

WNEW

Represented by John Blair
& Company

ON THE AIR 24 HOURS A DAY

1130
ON YOUR
DIAL



Du Mont television broadcasting started April 1, 1939

... another Du Mont "First"

FIRST in Development. Du Mont's development of the cathode ray picture tube made electronic television practical.

FIRST In Precision Electronics. World's foremost maker of scientific instruments employing the cathode ray tube.

FIRST In Radar. In 1933, Dr. Du Mont filed a patent application which the army asked him to withdraw. That was radar.

FIRST In Telecasting. Du Mont was the first to operate a television network and first with daytime telecasting.

FIRST In Station Equipment. Many stations have been planned and built by Du Mont.

FIRST in Fine Receivers. Du Mont built the first commercial home receiver (1939) and was first on the market with fine postwar receivers (1946).

For information on television advertising,
write or call

DU MONT TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y.

New Commercial Drive

Ad Men Plot Sponsored AM Push in Eng.

Charter Ends in '51

LONDON, April 9.—The top advertisers of England this week were plotting moves from which they intend to play up sponsored radio over the British Broadcasting Corporation (BBC) in 1951, when the BBC's current charter expires. The Incorporated Society of British Advertisers (ISBA), representing the biggest investors in advertising in this country, has set up a radio committee, which is polling the ISBA members on their views for the best way of settling with evidence in favor of commercial broadcasting.

The ISBA testimony along with that of other interested organizations and individuals, will be presented before a special committee of inquiry into BBC activities, chaired by Sir Cyril Radcliffe, K. C. This committee will be delegated to "consider evidence in connection with important questions" which will arise upon expiration of the present charter of BBC.

ISBA members now spend an estimated \$80,000,000 per year on black and white news. It is believed they would put out at least that much for broadcasting, should the ban on bankruptcies be lifted. About five years ago the advertising group polled its membership to determine whether they favored commercial use of colonial radio stations, similar to that undertaken in recent days. The poll was inconclusive, showing a wide divergence of opinion, but there is expected to be something amounting a small fraction on the question of British radio giving commercial.

U. S. Dollar Flaw?

With mounting pressure from advertisers and heavy criticism of current programming away the public, the aspect to commercial ailing is no longer considered unlikely. The effect of such policy change would be far-reaching, rendering so talent and radio the backbone of American programs and services. Use of such American shows, featuring top U. S. talent and material by the time sponsored, is a likely result of a new radio. The British government is believed studying the situation as a means of using a new form of radio in the dollar-currency system.

Similar moves have been launched here in 1949 by the American Committee, and the American Radio Association, as confirmed by the Milwaukee Commission in 1935.

AM-TV Census Near Enactment

WASHINGTON, April 9.—Legislation providing for a count of radio-TV homes every 10 years, along with an over-all housing census, is slowly moving toward enactment in Congress. A subcommittee of the House Post Office and Civil Service Committee gave unanimous approval to a housing census bill this week. Approval by the full committee is expected shortly.

pected shortly.

Under the proposed legislation, the next such census would be taken in 1950 along with the population count. Census Bureau officials estimate that it would add an additional \$25,000,000 to the census cost to include housing.

The bill provides that statistics are to be gathered to show the type of utilities and equipment present in each home in the United States, Hawaii, Puerto Rico, Alaska and the Virgin Islands. Past housing censuses have invariably included the number of radio homes as part of the equipment survey.

96 Applicants Crowd FCC Hearing Docket

WASHINGTON, April 9.—A busy summer hearing schedule involving 96 applicants in the AM-FM field and 64 separate hearings was announced by the Federal Communications Commission (FCC) this week.

The list contains those applications designated for hearing between September 1, 1948, and March 15, 1949, according to the commission. Ten of the hearings are set for the field, the remainder are to take place in the nation's capital.

CINCINNATI, April 9.—Morning Matinee and Fifty Club, aired daily over Station WLW here by Ruth Lyons, are slated for television soon, with the shows' current informal format remaining unchanged.

Television Service of The Nation's Station is now available to nearly 900,000 families

WLW-T, CHANNEL 4, CINCINNATI
WLW-C, CHANNEL 3, COLUMBUS
WLW-D, CHANNEL 5, DAYTON

The second and third television stations of the Crosley Broadcasting Corporation are now on the air in Dayton and Columbus. Linked by micro-wave relay to WLW-T, Ohio's First Television Service, these three stations are now providing a well-rounded schedule of programs and service—available to nearly 900,000 families—afternoon and evening, seven days a week.

Affiliated with the NBC and DuMont networks, on a non-interconnected basis, the three Crosley stations are providing both network and local programs and service features on a par with those available anywhere.

Complete information on rates, availabilities and market data for any or all three stations is available upon request to any of the following offices:

630 Fifth Ave.
New York 20, N.Y.
Circle 6-1750

140 West Ninth St.
Cincinnati 2, Ohio
Cherry 1822

360 North Michigan
Chicago 1, Illinois
State 2-0366

WLW-D

18 West Monument St.
Dayton 2, Ohio
Michigan 4739

WLW-T

140 West Ninth St.
Cincinnati 2, Ohio
Cherry 1822

WLW-C

Seneca Hotel
Columbus 2, Ohio
Fletcher 2493

BILLBOARD HEADQUARTERS
NAB CONVENTION
SUITE 550A
HOTEL STEVENS, CHICAGO

Delegates are cordially invited to inspect the prize winning entries in the

11th Annual

Radio and Television
Promotion Competition

Crosley Broadcasting Corporation

Counterpoint Programming, Specialization Is Indie Need

(Continued from page 7)

a newsworld from the cinematoma, you'll hear us re-create with records on an old bill at the Palace Theater on Vaudeville isn't dead; you'll hear a children's record program Sunday morning that tops the other 22 stations in audience size. We have a color wheel that spins out records with colors; we play Red Sails in the Sunset with Blue Skies and get Deep Purple. We're about to present grand opera as soap opera. All these "frames" make the picture look better, get people talking about you and get sponsors buying your shows.

Important too is our Spoken Word program, where we bring together the vast dramatic material on records with such features as Olivier doing Hamlet and Charles Laughton the

Gettysburg Address. You don't need money to run a Shakespearean Festival; there are hundreds of disks with great stars available; you probably can even borrow them from the local record store.

A good yardstick to the measurement of this new ingredient in your show is the answer to the question "What can we say about it?" If you can cross-plug a record show by saying, "Listen today when the color wheel spins. How many shows do you know with green as their color? Listen today at one!" This as against the courtesy ax which goes, "Listen today at one when we'll play some records by Tommy Dorsey."

Public Service

There are many broadcasting sins committed in the name of public service. Every local chapter feels that they want to read a book over the air utilizing the elocutionary services of an untrained Thursday luncheon speaker. Reflecting your community is an important step in audience building and acceptability. But today competition forbids the sloppy handling of this type of program. The same showmanship that is allocated to your No. 1 sponsor is deserved by your public service organizations.

Recently the American Legion in New York asked for time for a 15-minute speechmaking series. We sat down with their radio chairman, assayed their needs and came up with a show called Our American Heritage. This series, which even has a good rating, is compounded of some records sewn together with red, white and blue colorfully. On this show we present Helen Hayes reading from her Victor album of patriotic poems, Ralph Bellamy offer-

"Avril Doorak!"—WBMS in Prank On Music Lovers

BOSTON, April 8.—It had to happen sooner or later, and it was left for the program and music directors John Thornton and Marvin Bookman, of Boston's music station, WBMS, to pull off a real musical April Fool's gag. On April 1, during their featured afternoon concert, the two went on the air to extol the merits of a "newly discovered" Spinaldony No. 2, Op. 13, by Avril Doorak, and relate some biographical details about the obscure composer.

During the performance, a few disgruntled music lovers phoned the station to complain that Doorak had stolen directly from Tchaikovsky, Mahler and Bruckner. Other's said they were delighted, and one wanted to know, "When is Toscanini going to record it?"

When the performance was over, Thornton and Bookman thanked the audience for its response and then let them in on the joke. First, "Avril" is the French for April; "Doorak" is the Russian for fool. The "symphony" itself was composed of the first movement of Tchaikovsky's "Polish" symphony; the second movement was the adagio from Mahler's Fifth; the third was the scheme from Bruckner's Ninth, and the finale was the last movement of Dvorak's Second Symphony. All are relatively unfamiliar works so any but the most erudite listener was sure to be fooled.

ing the works of Walt Whitman, Burl Ives with a folk song and Bing Crosby in The Ballad for Americans. Stations cannot afford dullness, no matter in whose name it is perpetrated. Be the "advertising agency" of your public service clients.

FCC Blue Book Policy Upheld Again in Court

WASHINGTON, April 9. The Federal Communications Commission (FCC) has announced today its decision supporting its Blue Book policy of examining program content as a criterion in deciding between competing applications. Support for the FCC's policy was given this week by the U. S. Court of Appeals for the District of Columbia in affirming the commission's ruling for a Louisville station to the National American Broadcasting Company. The rejected bidder, the Kentucky Broadcasting Company, appealed to the court, citing a number of alleged errors in the FCC's decision.

The court stated that the FCC "seems to have taken for a deciding factor" the superior local programming proposed by Mid-America. "Finally," the court ruled, "ample and substantial evidence of record to support the finding that Mid-America's proposed service would better serve the need of Louisville and environs than would that of Kentucky."

The court opinion pointed out that Mid-America would carry the programs of local musical organizations, including the Louisville Symphony Orchestra, and of local religious groups, while there were no comparable proposals by Kentucky. The latter, said the court, proposed only to carry web religious programs. "It is thus apparent," the court stated, "that the commission was completely correct in deciding in favor of Mid-America on the basis of far superior local program proposals."

Most of Kentucky's other allegations of error were brushed off by the court as "insubstantial."

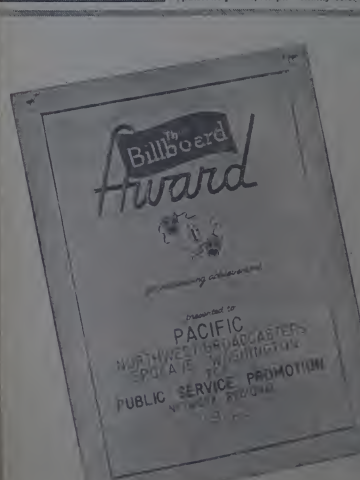
CHICAGO AUDIENCE FACTS

Saturday,
2 to 6 P.M.

WIND	1st
Network A	2nd
Network B	3rd
Network C	4th
Network D	5th
PULSE	
Jan.-Feb., 1949	

WIND

SEOKC
24 hours a day



VI The XL Stations WIN AGAIN!!!

• PACIFIC NORTHWEST BROADCASTERS

XXL Portland
XXLE Ellensburg
XXLY Spokane
XXLL Missoula

KING, Seattle

XXLK Great Falls
XXLJ Helena
XXYQ Bozeman
XXLP Butte

• Eastern Sales Manager:

Wylie Walker-551 5th Ave., N. Y.

• Western Sales Manager:

Tracy Moore—
6381 Hollywood, Los Angeles

March 12, 1949

RADIO-PROMOTION COMPETITION
Communications to 1564 Broadway, New York 19, N. Y.

The Billboard 5

THE WINNERS

The Billboard's Eleventh Annual Radio and Television Promotion Competition

Audience Promotion	Sales Promotion	Audience-Sales Promotion	Public Service Promotion
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Network (Regional)
1ST NBC WESTERN
Sidney Brice, Sec. & Gen. Mgr.
Promotion Mgr.

Network (Regional)
(NO AWARDS)

Network (Regional)

Network (Regional)
1ST PACIFIC NORTHWEST BROADCASTERS

NBC AFFILIATE
UNLIMITED TIME
50,000 WATTS
CLEAR CHANNEL

KVOO

Oklahoma's Greatest Station
PHILTOWER • TULSA 3

In The Public Interest:

The phrase *In the Public Interest* has known wide use ever since American broadcasting began but no exact definition has been made of it for this basic requirement can be defined only through action.

We are proud and grateful, therefore, that our efforts to serve *In the Public Interest* have been recognized by Billboard Magazine and it's distinguished panel of judges. Our thanks to them for *First Place Award* among clear channel stations for our *Public Service Promotion* of our *Public Interest* programs.

Of all competitive honors in broadcasting we prize most one such as this, for broadcasting *In the Public Interest* is our fundamental and most valued policy.

In accepting this award we recognize that this honor requires increased responsibility on our part to zealously continue and expand our public interest broadcasting and the necessary attendant promotion of these programs which insures their success. This is an obligation which we gladly accept, for we are convinced that such a policy brings greater rewards for listeners, advertisers and station, alike.

Radio Station KVOO

Clear Channel Network Affiliate

1ST KVOO, TULSA, OKLAHOMA
William H. Way, V. P. & Gen. Mgr.
Theodore A. Walters, Prom. Mgr.
WLW, WILMINGTON, D.

W. LAWRENCE, MASS.
R. Merrill, Gen. Mgr. Prod. & Prom. Mgr.

Channel Network Affiliate

WE, IND.
J. Sta. Mgr. Mike O.
Gen. Prom. Mgr.

WB, Free Bill W.
John Corners.

Work Affiliate

Warner, Middleton.

LE, Leo P. Gorman

MS, Mgr. Jay Nelson

100 Watts

10-20,000

Parties, Prom.

10 Watts

Chas. Quinn.

10 Watts

Chas. Quinn.

Walters.

Walters.

Walters.

Walters.

Walters.

Walters.

Walters.

Walters.

Owned and operated by American Sales Corporation

W. LAWRENCE, MASS.
R. Merrill, Gen. Mgr. Prod. & Prom. Mgr.

Sell Indies in Packaged Groups, Urges Cal Smith

(Continued from page 7)

surely be interested in Western shows if they were organized so that they could be bought and handled as a complete package in certain sections, or even the entire country. Just as certainly there would be a market for classical music handled in the same way. Other specializations, such as disk jockey stations, sports stations, foreign language stations, could work together. With such a ready-cut audience, it would be practical for the advertising agency to tailor commercials to fit the audience much more effectively than can possibly be done with the present spot sales methods.

In most large metropolitan areas specialization is already well under way. WQXR has been successful in the classical music field in New York. At KFAC in Los Angeles we have also specialized in good music for some 10 years. In Los Angeles there are two stations grinding out Western music all day with commercial success. Two other stations are at present engaged in competition for the top sports position. One of these supplements sports with disk jockeys quite successfully.

If these stations could further de-

velop their specialties and combine with stations of like nature in comparable markets, they would be as salable on the national market as network radio.

I do not have all the answers on how the commercial and sales machinery is to function, but now is the time it go to work on it if the idea seems to have merit to non-affiliated stations generally.

Whether you agree with the need for a concerted national sales effort as I have outlined here, or not, it must be obvious to those of you in metropolitan areas where television is moving in, that specialization is certainly your best insurance. Obviously, with the investment and limited hours of television, specialization is not going to be practical in that field.

NEW YORK, April 9.—The Gold Medal Candy Company has purchased WNET's new TV show, *More Magic*, on Sunday mornings 11:30 to 11:45. Sponsorship begins Sunday (10) and continues for 13 weeks. The program stars Joan Brandon and features magic tricks of special interest to moppets. The Doherty Advertising Agency handles the account.

Hooper Vs. Pulse

NEW YORK, April 9.—E. Hooper, Inc., with its monthly highlights commentaries, which accompany its regular bi-monthly telephone program rating reports, recently gave the Hooper recall method employed by The Pulse, Inc., a prime going over. Extensive quotes from Radio Audience Measurement, by M. H. Thompson and Hooper, published in 1944, were used, setting forth the argument that any number of outside facts reflected on the agency's element on which recall ratings are based, with consequent distortion.

Among the Hooper claims, as cited in the March 15 *Highlights*, are: Program age gives older programs inflated ratings; certain program types—variety, for example—have higher element values; recall methods fail to provide a constant base, whereas the entire telephoned sample is a constant in phone surveys. "Call at homes," on the other hand, distort recall surveys, Hooper claims, since the interviewing is done the day after the broadcast or broadcasts involved.

As a matter of trade interest, The Billboard gives The Pulse to comment on Hooper's claims. The Pulse reply is in the form of rating comparison, comparing Hooper and Pulse surveys.

Listed below are some of the main questions raised by Hooper, with appropriate "rating replies" supplied by The Pulse. Also cited are Pulse criticisms of the Hooper method, with figures offered as their proof.

DOES THE ROSTER-RECALL TECHNIQUE INFLATE "NAME" PROGRAMS?

	Pulse Nov.-Dec. Avg.	Phone Coincidental Nov.-Dec. Avg. For Same Quarter Mths.
Lux Theater (Mon., 9:00)	23.2	25.0
Walter Winchell (Sun., 9:00)	22.5	22.9
Fibber McGee-Molly (Tues., 9:45)	20.2	11.6
Bob Hope (Tues., 9:15)	19.7	15.6
Jack Benny (Sun., 7:15)	18.0	24.2
Godfrey's Talent Scouts (Mon., 8:45)	17.3	22.1
Burns & Allen (Thurs., 8:45)	16.2	10.4
My Friend Irma (Mon., 10:00)	16.0	17.5
Fred Allen (Sun., 8:45)	15.8	12.7
Kraft Music Hall (Thurs., 9:15)	15.7	14.2

DOES THE ROSTER TECHNIQUE OF INTERVIEWING DEFLATE RATINGS OF LESSER-KNOWN PROGRAMS?

Monday-Friday Ratings

	Pulse Nov.-Dec. Avg.	Phone Coincidental Nov.-Dec. Avg.
8:00 a.m.		
7	WINS	0.2*
1.0	WMCA	0.4*
.6	WMGM	0.3*
1.5	WNEW	0.8*
9:00 a.m.		
6	WINS	0.3*
1.1	WMCA	0.3*
.9	WMGM	0.5*
1.6	WNEW	1.2
10:00 a.m.		
7	WINS	0.4*
1.0	WMCA	0.4*
1.2	WMGM	0.3*
3.2	WNEW	2.1
11:00 a.m.		
7	WINS	0.2*
1.0	WMCA	0.2*
1.4	WMGM	0.4
4	WNEW	0.7
8	WQXR	0.3*

* Six Months Average

WHICH METHOD OF INTERVIEWING YIELDS MORE RATING STABILITY?

			Pulse Nov.-Dec. Avg.	Phone Coincidental Nov.-Dec. Avg.
Sun.	4:30 p.m.	WOR Drama vs. Mysteries	4.5	4.5
	4:45 p.m.	WOR Detective Mysteries	4.7	6.0
Sat	5:30 p.m.	WOR Quiz As a Flash	4.2	4.8
	5:45 p.m.	WOR Quiz As a Flash	6.4	9.8
Sun.	6:00 p.m.	WCBS Lum n' Abner	4.8	3.5
	10:15 p.m.	WCBS Lum n' Abner	4.7	3.4
Sun.	6:00 p.m.	WJEW Night Life in N.Y.	1.4	1.1
	6:15 p.m.	WJEW Night Life in N.Y.	2.5	12.0
Mon	8:30 p.m.	WCBS Godfrey	18.4	18.0
	8:45 p.m.	WCBS Godfrey	18.1	22.0
Tues.	8:30 p.m.	WCBS Mr. & Mrs. North	12.3	9.0
	8:45 p.m.	WCBS Mr. & Mrs. North	12.2	6.8
Tues.	8:30 p.m.	WJZ America Town Meeting	4.2	4.6
	8:45 p.m.	WJZ America Town Meeting	4.2	4.6
	9:00 p.m.	WJZ America Town Meeting	4.2	1.5
	9:15 p.m.	WJZ America Town Meeting	4.2	4.8
Tues.	8:30 p.m.	WJWC This Is Your Life	6.4	2.7
	8:45 p.m.	WNBC This Is Your Life	6.7	7.0

80.25% of Public Turns Thumbs Up in Zenith's Phonevision Poll

CHICAGO, April 9.—Zenith Radio Corporation, prime exponent of phonevision, the system whereby TV signals would be brought to home telephones for a charge, this week released results of a postcard survey of 25,000 American homes that indicated many would be interested in seeing first-run movies. The corporation, as a result of the survey, is convinced its phonevision system would be backed by the public if it were put into full-time, regular operation in many cities.

The postcard survey was made in 25 cities from coast to coast was completely handled by the Zenith Company and was not under the jurisdiction of any independent research organization. The cities were selected to provide a cross section of the country and included large and small population centers. Many of the cities were markets in which regular, free-to-the-public television service has been provided.

Survey Expanded

Initially, a random sample of 5,000 telephone homes in five cities (Chicago, Los Angeles, Syracuse, Tucson, Ariz., and Great Falls, Mont.) was surveyed, but results were so "startling" that Comdr. E. F. McDonald Jr., Zenith's president, had the survey expanded to 20 more cities. Of those answering cards in the first survey, 83.3 per cent backed phonevision.

The survey covered only three points. It listed all of the 21 Hollywood productions released in the past 10 years that crossed more than \$5,000,000 each and asked those receiving the postcards to indicate the films they had seen. Then it asked them to pay \$1 per picture for you and your family and friends to see first-run movies, like these, in your home on television with telephone service. It also requested the card recipient give their age and sex.

35% Respond

The survey received responses from about 35 per cent of those receiving cards. Of the cards returned, 80.25 per cent voted "yes" to the question of payment for movies via television. The affirmative average had a high of 86 per cent in three non-television cities—Lincoln, Neb., Oklahoma City,

and Miami Beach. Lowest affirmative vote came from Atlanta, a TV city, where only 66 per cent of those replying said they would pay for television movies.

Average number of the 21 pictures seen was 10.13. Highest movie attendance was indicated to be in Oklahoma City, where those replying had seen an average 11.41, and the lowest was in Seattle, where an average of only 8.36 were seen.

Tobin Squelches TV Casts of Chi Blackhawks Tilts

CHICAGO, April 9.—Another major sports figure this week lashed out against the granting of television rights to the Chicago Blackhawks, principal owner and general manager of the Chicago Blackhawks, National Hockey League team, announced that next year he would not allow the telecasting of games his team played here. He declared that television had hurt his gate and thus he would not grant future rights, at any price.

In the trade here, however, Tobin's remarks were greeted with little reaction and there was practically unanimous conjecture that Tobin's Blackhaws would be performing for the video cameras next year, providing the ante is raised.

Tobin got about \$1,000 per telecast for about 30 home games of the WHBK of about 100,000 fans. The celebration rights last season. Station sources said they believed the money the Blackhawks received from TV more than offset the team's loss in gate receipts. These sources also pointed out that if the Blackhawks suffered any loss in gate this year it was due to general economic conditions and the fact that the team was below past standards.

Names Mull'd for WBKB's Birthday

CHICAGO, April 9.—WBKB, local Balaban & Katz (B&K) video station, is planning a birthday celebration for its eighth anniversary in June. Station execs are talking about a possible week of special programming, featuring show business names. The celebration will mark not only the station's anniversary, but will also constitute a formal inauguration of a new \$500,000 transmitter which is expected to improve greatly the outlet's picture. The new transmitter is expected to begin test operating late in May.

According to present reported plans, the station will air a series of special programs from the stage of the Chicago Theater, B&K flagship. It is also hoped that the Joe Walcott-Bernard Flaherty heavyweight championship fight might be secured as a feature of the anniversary program.

Balaban Heads Plans

John Balaban, head of WBKB and the B&K chain, is expected to give the observers and a press conference about the plans himself when they have been completed. Since Balaban heads up only the local end of the B&K chain, B&K and WBKB, the fact that he is personally supervising the project has indicated that WBKB hopes to make a big splash with its celebration to hyp up prestige of the video industry.

Mexico Preps Tele Plunge; Officials Query U. S. on TV Regulations; Confab in Wind

Allocation of Channels May Be Hot Potato

(Continued from page 3)

than 230 miles from the border, the situation will probably not be as complex as was the case with Canada. However, Mexico is likely to ask for channels in a half-dozen cities and towns which would affect U. S. allocations.

Airplay on the air on an experimental basis is KEZA, Mexico City, operating on Channel 4 with the low power of 1 kw. KEZA has been experimenting with a 625-line standard. Around two score other TV applications have already been filed with the Telecommunications Department in anticipation of the adoption of TV standards.

Only a handful of receivers are available in Mexico, and these have been assembled from parts imported from the United States. At present Mexican authorities are uncertain whether to adopt picture definition standards at variance with those in this country in order to build up a standards.

Sponsors Lined Up For Helsing Nitery Shows Via WGN-TV

CHICAGO, April 9.—Following the trend of closer tie-ins between television, nitery and night club talent, Wednesday (20) WGN-TV will inaugurate a weekly series of radio and television shows from Helsing's Vendell Lounge here. Contract for the series is being signed next week and will call for 13 shows under the joint sponsorship of Helsing's local night club, General Electric and Helsing's.

Show will be aired from 8:30 to 9 p.m. Wednesdays and will feature Al Morgan, cocktail lounge pianist and singer. Cost of the package is reported to be about \$1,000 per program under the present contract. But if the program continues under sponsorship and if a bigger bankroll is found, package price will increase and Helsing's will drop out of the cost split. Morgan is reported to be getting about \$600 per program for the initial series and will get more if the show goes over. If the program gets a sponsor willing to meet higher costs, Morgan will stay on at Helsing's and will continue to be featured as star of the video series. Because Morgan has been drawing crowds for Helsing's the agreement is said to be interested in retaining him and is backing the video series as one means of accomplishing this end.

Show also will feature Billy Chandler's orchestra and guest stars.

4 TV Outlets Align Baseball Screening

NEW YORK, April 9.—Four TV stations, two in Ohio and two on the coast, this week set their plans to televise baseball games this season. WJW-C, Columbus, O., will broadcast all home games of the Columbus Red Birds. A former major and minor league ball player Wayne Osborne, who is sport director for Helsing's, will handle the play-by-play at the home games of the Dayton Indians for that station. Both are operated by the Crosley division of Avco.

In San Francisco, KGO-TV American Broadcasting Company outlet began televising a home ball game of the Oakland Oaks May 1. KPXK will lens the home games of the San Francisco Seals.

TV set manufacturing industry south of the border or to adopt U. S. standards in order that receivers may be easily obtained from this country.

Regardless of the determination of that point, Mexico is expected to follow U. S. television procedure closely on such matters as channel range, channel separation and operating methods. Mexico tele experts have obtained a number of copies of FCC TV regulations and are reported to be studying them closely.

Film Musickers Want TV Pact

HOLLYWOOD, April 9.—Motion picture studio musicians have launched a drive to speed signing of an agreement between film makers and American Federation of Musicians (AFM) on the use of live music for tele films, it was learned this week.

Orksters are currently circulating a petition among AFM Local 47 membership demanding that union Presy James C. Petrillo set tele scales as soon as possible.

Petition, states in effect that the union is depriving members of gainful employment and losing time by delaying settlement of the video film problem. Further stalling will result in additional lost wages and encourage film makers to skirt the use of live orkers by dubbing recorded music onto film sound tracks.

Union officials here have been casting fearful eyes at pie makers who have resorted to use of canned music (MGM) Extra network for tele evenings 9 to 9:30 beginning April 23.

The program will be a situation comedy dealing with a vaude act (Rubin) giving acts a chance to be spotted into the script. Rubin is writing the show, Jerry Robbins is producing, and Larry Schwab, directing.

Rubin To Replace "Stop Me" on NBC

NEW YORK, April 9.—The Benny Rubin Show, starring the comic dialectician, will replace *Stop Me If You've Heard This for Bona Fide Mills* on the National Broadcasting Company's (NBC) Extra network, for tele evenings 9 to 9:30 beginning April 23.

The program will be a situation comedy dealing with a vaude act (Rubin) giving acts a chance to be spotted into the script. Rubin is writing the show, Jerry Robbins is producing, and Larry Schwab, directing.

Odeon Theaters Bid For Tele in Canada

VANCOUVER, B. C. April 9.—Fifteen houses in Vancouver and across Canada will have television on their screens as soon as the Odeon Theaters of Canada can get a TV license from the Canadian Broadcasting Corporation (CBC).

George Pettit, vpre, and Gerald Saragie, treasurer of the chain, on a recent jaunt to Vancouver from Toronto, made it plain that TV bulk large on their agenda.

Pettit predicted television wouldn't hold massive attendance. Some people would stay at home to watch TV in their living rooms, but many others would be enticed into the theaters by screen trailers in their homes, he said.

FCC Accepts Filing Of 3 UHF Bands in Pa.

WASHINGTON, April 9.—Three additional bands for experimental ultra-high-frequencies (UHF-F) were approved for group study by the Federal Communications Commission (FCC).

All three were in the 1,100 to 1,300 mc. range and would be used by a number of stations. The bands were assigned to the Experimental Broadcasting Commission (EBC), which is headed by the Federal Communications Commission. The bands are: 1,100 to 1,150 mc., 1,150 to 1,200 mc., and 1,200 to 1,250 mc.

CHICAGO AUDIENCE FACTS

Sunday, 9 to 12 Noon

WIND19.4%
Network A12.5%
Network B12.4%
Network C10.1%
Network D7.9%

PULS, 1949

Jan.-Feb., 1949

560 KC
24 hours a day

VIDEO ARRIVES AT BBD&O

Agency Sets Pace With 32 Eager Clients

More Ready Debut

NEW YORK, April 9.—Television definitely has arrived at the Bottom, Barton Durstine & Osborn (BBD&O) advertising agency. The outfit, one of the major agencies in every other ad medium, now is selling a hectic pace for the other ten-per-centers, with more than one-fourth of BBD&O's 124 clients already in or contracted for television sponsorship, and more readying for a quick debut.

Execs in the BBD&O video department no longer have the time to talk about the *radio* future when television will develop into a commercial medium. The agency has taken steps to reorganize its file set-up to keep up with eager clients who are planning to sample the medium.

The BBD&O tele department thus has been split into three divisions. John Thomas, who formerly was account exec for Kool cigarettes, will head the account service division assisted by Val Hill, George Jones and Paul Moore. Tom Wenzel will be in charge of the film section and also will serve as business manager of the video section, along with Bob Oles and Bernie Halper. Chas Kulcsar will run the live production division, with assistance from Jerry Smith and Larry A. Uno.

Currently, BBD&O has 14 accounts, actually on the television air. Only one of these is something of a newsmag, show that began on B. F. Goodrich, which sponsored C. B. Fry Time over the American Broadcasting Company. The E. J. M. Schaefer-Ferraro Company last season aired the live interview of the New York Times (see BBD&O Sets Hot on page 22).

Benny Talks TV Fall Bow With BBD&O, Am. Tobacco

NEW YORK, April 9.—Jack Benny this week announced a sure bet to make his video debut in a regular series of weekly musical comedy sketches. Benny's first video performance is set for Monday, April 18, at 10:30 p. m. on the NBC-TV network.

Ford's Field Day For Choreographers

NEW YORK, April 9.—Looking thru the Crystal Ball, which presnts on the Columbia Broadcasting System (CBS) April 25, 9 to 9:30, for Ford, will be a choreographers' field day. Among the toppers from the dance world creating patterns for the program will be Michael Kidd for the first show, Robinson Crisno; George Balanchine for the second, Cinderella; Helen Tamiris for the third, All Baba; and Hanya Holm for the fourth, Gullivers Travels. Valerie Bettis is expected to do a future program when she is free of her legit commitments.

The dance field is notorious for the fact it hasn't paid off, but these choreographers, all of whom have had commercial successes on Broadway, will be getting more than \$1,000 for their one show. Dances will be done on a four-sided stage, with at least four cameras trained on the heel-and-toe experts to give them additional scope for their patterns. Paul Beltrami is the director for the J. Walter Thompson Agency.

Ted Bates Lines Up B.R.'s for TV Debut

NEW YORK, April 9.—The Ted Bates Advertising Agency is reading several offers of clients for an early TV debut including Kool cigarettes, Continental Baking and Viceroy cigarettes. Kool may try a spot campaign, using metropolitan cities such as Philadelphia, Cleveland and Louisville. The product is also a wonderful sponsorship of the Roller Derby in New York and the small games of the Hollywood backslap.

The Continental Baking Company is also thick on about a dozen commercial offers which have more than 30,000 units to use. It would start one with six or seven major markets, principally New York, Chicago, Boston, Cleveland, Los Angeles, Philadelphia and Washington.

"Mama" Is Hot Video Package

NEW YORK, April 9.—Video webs and ad agencies, among them the Columbia Broadcasting System (CBS) and the Ted Bates Agency, this week indicated lively interest in *Mama's Bank Account*, the TV version of the play, novel and film known as *I Re-*

member Mama. The package is owned by Carol Irwin, producer of *Theater Guild on the Air*, now on the American Broadcasting System (ABC).

Two of the possibilities for the lead on the show when it reaches TV are Peggy Wood and Jessie Foxe Landis. Frank Gabrielson has written the first script.

Miss Irwin also is getting ready a Mr. and Mrs. show to be built around Eddie Albert and Margo.

WARNING

EDITORS • RADIO STATION MANAGERS
THEATER MANAGERS • BOOKING AGENTS

from the

WSM GRAND OLE OPRY

There are persons fraudulently claiming to represent the WSM Grand Ole Opry now booking shows throughout the country. Some of these persons actually present shows made up of acts never heard over WSM—others advertise shows that never appear. Beware of them!

Two Federal Courts have ruled that the title "Grand Ole Opry" is the exclusive property of WSM, and unauthorized use is illegal. Genuine Opry acts are the only ones who may use this title. Don't allow the people of your city to be misled or disappointed through fraudulent advertising.

All acts of the WSM Grand Ole Opry are handled by legitimate, honest bookers, and all bookings are cleared through one central office—the **WSM Artists Service Bureau**.

When in doubt as to the authenticity of any act or booker claiming to represent WSM or the WSM Grand Ole Opry, write or phone — 6-7181 —

JAMES R. DENNY
Manager,
Artists Service Bureau

WSM
NASHVILLE 3, TENN.

'WKBO'S SOLD JOB'

... won second place for local channel network affiliates in The Billboard Promotion Competition. To the judges and The Billboard, our thanks—to you, a suggestion: Ask Robert Meeker Associates about the solid job we can do for you.

WKBO

A STEINMAN STATION

THE NBC AFFILIATE IN HARRISBURG, PENNSYLVANIA

CHICAGO AUDIENCE FACTS

Monday Thru Friday,
12 to 5 P.M.

Network A	1st
Network B	2nd
WIND	3rd
Network C	4th
Network D	5th

PULSE
Jan.-Feb. 1949

WIND
31 hours a day

TELEVISION PRODUCTION FIRMS AND PERSONNEL LIST

A. B. T. PRODUCTIONS, INC.
620 West 43d St., New York
Tel: Columbus 8-7700
E. M. Simmons, Mgr.
Services: F

ALICE TELEVISION (NEA)
1206 W. Third St., Cleveland
Tel: Main 7-2323
Maurice Brown, Mgr.
Services: F

ALICE PICTURES CORPORATION
143 West 43d St., New York 19
Tel: Plaza 7-2743
Services: F

ADVANCE TEL. PICTURE SERVICE, INC.
129 Seventh Ave., New York
Tel: Columbus 8-5400
Charles A. Alcantara, Mgr.
Services: F

ADVENTURE FILMS, INC.
106 West 43d St., New York 19
Tel: Plaza 7-2323
William Alexander, Pres.
Services: F

ADVENTURES TELEVISION SERVICE
24 W. 52d St., New York
Tel: Circle 3-4012
John Sheppard Jr., Mgr.
Services: F

ADVENTURE HOUSE, INC.
578 Lexington Ave., New York
Murray Hill 9-5020
W. M. O'Brien, Mgr.
Services: F

A. F. FILMS, INC.
106 Broadway, New York
Tel: Circle 3-7550
Miss M. Kessoff, Mgr.
Services: F

AGUILA FILMS, S. A.
125 N. Broadway, Medoa, D. F.
Tel: 11-26-26
Oscar Danilovic, Gen. Mgr.
Services: F

AIRSHOWS, INC.
600 Manhattan Ave., Chicago 13
Tel: Baperlar 7-6506
John L. Lederer, V. P.
Services: F

KODIE ALBERT PRODUCTIONS
1125 N. Hubbard Ave., Hollywood
Tel: Gladstone 4116
Kodie Albert, Mgr.
Services: F

ALEXANDER FILM CO.
Alexander Film Bldg.
Columbia Springs, Calif.
F. J. Alexander, Pres.
Services: F

ALFA FILMS, INC.
New York 15, 506 Fifth Ave.
Tel: Pennsylvania 3-3828
Edith D. Clark
Services: F

ALKAH PRODUCTIONS
100 Fifth Ave., New York
Tel: PR 9-1141
H. K. Kaplan, Pres.
Services: F

ALLEN & ALLEN PRODUCTIONS
1817 W. 10th Pl., Los Angeles 14, Calif.
George R. Allen, Gen. Mgr.
Services: F

ALOU ALAN PRODUCTIONS, INC.
119 W. 43d St., New York
Tel: Baperlar 4-1141
Dag Alvin, Mgr.
Services: F

ALSO-SCOPE PICTURES, INC.
100 W. 43d St., New York
Tel: Baperlar 4-1141
Gordon S. Mitchell
Services: F

AMERICAN FILM & TELEVISION CO.
110 W. Seventh St., St. Paul
Tel: Dale 4039
Bart O. Foss, Mgr.
Services: F

AMERICAN FILM, INC.
129 N. 10th St., Philadelphia 1
Tel: Walnut 1-1800
Ben Harris, Mgr.
Services: F

AMERICAN FILM PRODUCTIONS, INC.
185 Vermont, N. W. Washington
Tel: Baperlar 4-0208
F. H. Hagopian, Mgr.
Services: F

AMERICAN FILM PRODUCERS
106 Broadway, New York
Tel: Plaza 7-1041
Samuel Grant, Mgr.
Services: F

ARMED TELEVISION (ARTISTS)
118 11th St., N. W. Washington 1
Tel: Circle 3-2000
Services: F

ARTIST CO. (America)
123 E. Kansas Ave., Los Angeles 8
Tel: Drexel 1000
Walter W. Warner, Mgr.
Services: F

ARTISTS & ENTERTAINERS, INC.
412 N. Bedford Avenue, Hollywood
Tel: Gladstone 4-1141
Bernard Lake, Mgr.
Services: F

ARTIST FILMS
101 N. E. Chicago Blvd., Los Angeles
Tel: Adams 1-1141
A. Gomer, Production Head
Services: F

ATPEX FILM CORP.
100 W. 43d St., New York
Tel: Baperlar 4-1141
W. M. O'Brien, Mgr.
Services: F

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100 W. 43d St., New York
Tel: Baperlar 4-1141
W. M. O'Brien, Mgr.
Services: F

On these pages The Billboard presents the first part of a series of listings of television production organizations. The list will be broken down into three groups: Producers of film exclusively, producers of both film and live shows, and producers of live shows only. In this issue, we present half of the film-only listings alphabetically, through the letter "M". In succeeding issues, the remainder of the organizations will be printed.

ATLAS FILM CORP.
111 E. Blvd., Oak Park, Ill.
Tel: Euclid 300
W. L. Blackmer, Mgr.
Services: F

ATLAS TELEVISION CORP.
1618 Broadway, New York
Tel: Circle 7-2000
Dr. Henry Brown, Mgr.
Services: F

AUDIO PRODUCTIONS, INC.
638 Ninth Ave., New York
Tel: Calumet 5-2771
F. K. Spill, Mgr.
Services: F

ATTWOOD PRODUCTIONS, INC.
8148 Sunset Blvd., Hollywood 46
Tel: Crestview 4-0111
Bernard M. Glaser, Pres.
Services: F

ZACH BAYM
115 Griffin St., Brooklyn
Tel: DuSane 7-4143
Zach Baym, Mgr.
Services: F

DORIA WALL & ASSOCIATES
4033 Wilshire Blvd., Los Angeles 8
Tel: EX 8-005
Doria Wall, Dir.
Services: F

BEAUMONT PRODUCTIONS
601 Sunset Blvd., Hollywood 38
Tel: Hunsicker 7-7778
Bernard B. Kay, Producer-Dir.
Services: F

BFLC FILMS CORP.
828 Ninth Ave., New York 19
Tel: LEX 1-1143
Burt Halkin, Mgr.
Services: F

BENGAL FILMS
928 N. Mainline, Los Angeles
Tel: Normandie 1-0227
F. E. Cantonwine, Mgr.
Services: F

CLAS BLAKETT
1209 N. Fairview, Los Angeles
Tel: Gladstone 5-2141
Gus Blakett, Mgr.
Services: F

ROUNDED TELEVISION CORP.
9149 Sunset Blvd., Hollywood
Tel: Crestview 4-1141
Aussie Reed, Mgr.
Services: F

BRANDON FILMS, INC.
100 Broadway, New York 19
Tel: Circle 3-7550
Thomas J. Brandon, Pres.
Services: F

BRAT BROTHERS, INC.
129 Seventh Ave., N. Y. 19
Tel: Circle 4-0327
Paul Brat, V. P.
Services: F

BROADCAST PRODUCTIONS, INC.
160 Lafayette Bldg., Dallas
Tel: Woodward 5-0909
F. S. David, Mgr.
Services: F

BYRON BROWNING
18 W. 43d St., New York 19
Murray Hill 2-7490
Services: F

BYRON, INC.
1209 Vermont Ave., N. W. Washington
Tel: Baperlar 1-1000
Byron, Mgr.
Services: F

ALVIN BUTTERFIELD PRODUCTIONS
4123 Santa Monica Blvd., Los Angeles 35
Tel: Hollywood 3-2611
Services: F

C & G FILM EFFECTS CO.
100 N. Mainline, Los Angeles
Tel: Plaza 7-4524
M. C. Calvert, Mgr.
Services: F

CALIF. ONLY INDUSTRIAL FILM
1008 Brighton Way, Beverly Hills, Calif.
Tel: Brighton 6-3136
Stanley Hertzman, Mgr.
Services: F

CAMP FILM PRODUCTIONS
111 Rensselaer St., Brooklyn
Tel: Trueman 4-2009
N. Camp, Mgr.
Services: F

CARROLL-HOLLYWOOD FILMS
6000 Sunset Blvd., Hollywood 28
Tel: Hollywood 2-1141
Mickey Kaplan, Mgr.
Services: F

CAVANAUGH PICTURES OF CALIF.
100 W. Washington Blvd., Culver City, Calif.
Tel: Plaza 4-2741
Bernard Kay, Pres.
Services: F

CELESTINE PICTURES
101 Sunset Blvd., Los Angeles 46
Tel: Hollywood 3-2611
W. J. Tarnum, Mgr.
Services: F

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101 Sunset Blvd., Los Angeles 46
Tel: Hollywood 3-2611
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Services: F

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Services: F

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101 Sunset Blvd., Los Angeles 46
Tel: Hollywood 3-2611
W. J. Tarnum, Mgr.
Services: F

CHICAGO FILM LABORATORY, INC.
18 R. Walton Pl., Chicago
Tel: Whitehall 4-0711
A. G. Danilap, Mgr.
Services: F

CHOCOLATE FILMS WORKSHOP, INC.
471 Park Ave., New York
Tel: Plaza 8-0201
Teddy Grady, Mgr.
Services: F

CHURCHILL-WEXLER PRODUCTIONS
131 N. La Brea Blvd., Hollywood
Tel: Yamacraw 7-7131
K. B. Churchill, Mgr.
Services: F

CLAMPETT CARTOONS
124 N. Detroit St., Hollywood 38
Tel: WA 9-2721
Robert E. Clampett, Producer
Services: F

CINE-ART PRODUCTIONS, INC.
8025 Washington Blvd., Culver City, Calif.
Tel: Vermont 2-7185
Orville Fanner, Gen. Mgr.
Services: F

CINE-ART FILMS, INC.
1000 Broadway, New York
Tel: Circle 3-7550
Nathan Nadel, Mgr.
Services: F

CINEMA ALTHOUSE & ARTISTS AGENCY
1100 Sunset Blvd., Los Angeles, Calif.
Tel: Crestview 4-0141
Marion L. Sallman, Mgr.
Services: F

CINEMA STUDIOS, INC.
100 West End Ave., New York 19
Tel: Taylor 2-1111
Joseph Seiden, Pres.
Services: F

CINEMART, INC.
505 Fifth Ave., New York 17
Tel: Murray Hill 8-5327
Robert F. V. P.
Services: F

CINE-PRO CORPORATION
100 W. End Ave., New York
Tel: Taylor 2-1411
Joseph Seiden, Mgr.
Services: F

GEORGE W. COLEMAN LAB., INC.
104 N. Wacker Pk., Chicago
Tel: Bklyn 7-7319
John E. Coleman, Mgr.
Services: F

COLONIAL FILMS
1008 E. 34th St., N. W. Washington
Tel: National 8-4500
H. L. Lorillard, Mgr.
Services: F

COMMONWEALTH FILM & TEL. INC.
179 Seventh Ave., N. Y.
Tel: Circle 4-0426
Jerome Byams, Mgr.
Services: F

CONTEMPORARY ENTERPRISES
1416 South Penn Square, Philadelphia 3
Tel: Locust 7-0871
John Grunberg II & Richard Strome
Services: F

CRATON BROTHERS, INC.
2183 W. Lawrence Ave., Chicago
Tel: Juniper 8-0300
David M. Craton, Pres.
Services: F

CRESCENT FILM LABS, INC.
120 E. 43d St., Chicago 16
Tel: Ambassador 2-5000
M. L. Friedman, Mgr.
Services: F

CRYSTAL PICTURES, INC.
115 Broadway, New York
Tel: Plaza 7-1580
Milton M. Hersh, Mgr.
Services: F

DELMONTE FILM CORP.
1810 N. La Palms, Hollywood, Calif.
Tel: Grand 4-1141
Robert L. Bergelin, Mgr.
Services: F

DELMONTE & CO.
1100 Hollywood St., Philadelphia
Tel: Ellershouse 6-3028
Joseph Defferns, Mgr.
Services: F

DEBRIDGE & GORRELL
381 Fox Theater Bldg., Detroit
Tel: Liberty 5-0008
Sam Arnold, Mgr.
Services: F

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1810 N. La Palms, Hollywood, Calif.
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DEPITO FILMS, INC.
240 West 43d St., New York 19
Tel: Calumet 5-2771
Services: F

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CHICAGO AUDIENCE FACTS

"Had Your Brakes Checked?"— A Lesson in Top Promotion

(Continued from page 7)

the people for whom it is intended either enjoy it or get some benefit from it. Another amusing but effective illustration for the Theater was the printing of theater tickets. Now, this, itself, is not new or different, but the distribution was rather unusual. We asked the largest local department store to include one of these tickets in all of their outgoing mail. This is a case of close co-operation between station and business people in a community which it serves.

Simplicity Keynote

Most everyone is familiar with the overused, expensive promotions which have failed. Failed because they have been too complicated—involved too many angles. Some of them shot off in directions which had no bearing on the original idea. We have found that the simple promotion ideas which could be used by stations of any size, at almost no cost; such as rolling out a "red carpet" for prospective clients who come to the studio for an audition. Or a simple little radio play year birthday party for people who have a birthday once every four years. You will find that merchants will co-operate gladly and supply small gifts. Simplicity in promotion cannot be over-emphasized.

A recent promotion which is the best example of complete co-operation from all law enforcement bodies, newspapers, and the public, at the same time, was a brake test campaign. Here was a very simple idea to check the brakes of all automobiles in our area. At that time there were some 18,000 cars. We explained our idea to the police, highway and sheriff departments. They agreed to our idea. We had windshield stickers for cars whose brakes were OK.

Checking lanes were set up at the front of the station. Police cars and trucks tested the brakes and actually stuck our sticker on the car. The sticker had a big "OK" on it; it had our call letters, dial position, and our network affiliation on both sides, and was signed by the chief of police. The campaign opened with paid newspaper space and a large number of spots on our station. The mayor, president of the chamber of commerce, superintendent of public schools, and chief of police all attended the opening of the checking station and the campaign was underway.

We had intended to run the event for one week, but after two weeks time we had checked 23,558 automobiles and found about 1,400 bad brakes. We know that all these people who make repairs, and came back through our testing lanes. An interesting side-light is that every garage and automobile repair shop in this area ran out of brake lining and extra

supplies were flown in.

We believe that this campaign prevented many accidents and perhaps saved many lives. This was so important to our area that both morning and evening newspapers carried a daily box score on the number of automobiles checked and number of bad brakes found. This promotion resulted in complete saturation. Remember that our network affiliation, CBS, our dial position, 1400, and our call letters, KUTC, were on each automobile twice. And the sticker was signed by the chief of police. Total cost for this promotion, including daily newspaper ads for two weeks, printing of 25,000 windshield stickers, and the services of a checker to count the automobiles was about \$600—one of our most expensive promotions.

"Good" station promotion is based on simple ideas—kept simple, and whenever possible should perform a service. Other sponsors are directed. If commercialism be secondary and you'll get support from many unexpected quarters.

BB&O Sets Hot Tele Pace

(Continued from page 19)

Wangers and will also sponsor the Brooklyn Dodgers baseball telecasts this summer. Other sponsors are on with local programs in various cities, but the majority are easing into tele via spot campaigns to test its value to their business.

Besides the 14 on the air now, BB&O has 18 others which have signed to begin tele campaigns which have not yet been started. The total of 32 stations is believed a high in tele activity for any ad agency at present and far exceeds expectations of BB&O's own topsters. The total of 32 stations is believed a high in tele activity for any ad agency at present and far exceeds expectations of BB&O's own topsters. The total of 32 stations is believed a high in tele activity for any ad agency at present and far exceeds expectations of BB&O's own topsters.

Some of the spot campaigns used by the agency are out of the ordinary category. Curtis Publishing Company has been testing spots for The Saturday Evening Post and the Ladies Home Journal in Philadelphia and Baltimore. One of the Post spots was a 15-minute radio play, a 15-minute static plugging a yarn about him in the magazine. On the other hand, the agency has been testing unusual low-cost commercial spots, such as those done for Schaefer beer at the hockey games. Production effects enabled BB&O to secure especially good impact for nominal sums, and the agency intends to experiment further along these lines at this summer's baseball games.

BENNY TAKES TV

(Continued from page 19)

that the video series will be a simulcast of his AM show. The length of the tele opus has not yet been decided, with the best bet that it will be a half-hour to one hour. Despite Benny's desire to continue airing from the Coast, he may have to pull up stakes and originate his shows from New York in deference to television. The decision will rest with the sponsor, he said, and will be based on the relative improvements which may be made in time-slicing between now and fall. Should the kine product be developed, considerable time in the interim, Benny will be able to do his stint in California, otherwise, a New York origin will be inevitable.

It Wasn't So Bad at That; Or, 3 Years of the Blue Book

(Continued from page 6)

blowed by the direction of the Blue Book by mentioning that one bidder or the other had planned a larger percentage of public service programs. Later, however, this has been soft-pedaled. Not in the past six months has there been a single decision where this has been a determining criterion.

Renewal Case

In deciding on license renewals, the FCC in recent months has not been particularly forceful on the subject of sustaining public service programs or cracking down on some of the over-commercialized stations. The one big Blue Book renewal case—WBAL, Baltimore—has been pending the past couple years. It is interesting to note that, during the three years of the Blue Book's existence, not a single station has lost its license for failing to appear on the Blue Book pronouncements, and that WBAL is the only station now in the slightest danger of not getting a license renewal for failing to appear on the Blue Book pronouncements.

Meanwhile, it is recognized that the very existence of the Blue Book may tend to have the effect of a laughing sword over the head of broadcasters, and that whether or not the FCC invokes the Blue Book, the threat is there.

Blue Book Attacks

Reviewing the general slant of anti-Blue Book attacks in the first year or so after its start, it is apparent that the threat was the chief thing that broadcasters feared. NAB Prexy Justin Miller called the Blue Book "government by intimidation." The theme was pounded on by Miller and other broadcasters for more than a year after issuance of the report.

One aspect of the Blue Book that received relatively little attention in early 1946 was the FCC's statement that a force in issuing program service "is self-regulation by the industry itself through voluntary associations." Little more than a year later, the text of NAB's code was made public. Miller has emphasized that the new code was a natural development, that NAB has had previous codes and that there will be more codes—perhaps more stringent than the present one.

Thru the ever-broadening codes NAB feels that the industry has not lagged behind in the improvement of radio programs, and the association insists that this self-regulation is the only way that radio can be improved.

Program Improvement

The FCC, however, still feels that it can do much in directing the improvement of programs even though the Blue Book is not being rigorously followed. The slighted and the inelation among commissioners to repudiate the document. Odds are that the Blue Book will observe many

more birthdays in the same uneventful manner as its third, especially should attempt to nullify the code succeed.

The final question involves radio's economic pains, which obviously will grow more severe within the next five years. Should broadcasters react by lowering program standards to economic standards, the FCC might well embark on a campaign of re-emphasizing its Blue Book as a big stick.

Coy's NAB Talk To Center on Tele

(Continued from page 6)

mercial UHF color is seen in the still more distant future. Several experimental channels have been used for color video for some time, and this experimentation is expected to grow. The FCC's next allocations plan is expected to open the way for it. Synchronizers to reduce interference of co-channel stations and may possibly allow for some additional assignments on VHF.

Coy's NAB talk is slated to touch on broad aspects of the entire broadcast industry, with a special note on the current situation resulting from the race for advertising revenues in the crowded AM field and the FM and video fields. In a New York City speech Thursday (7), before the Rotary Club of New York, Coy gave video a thumping plug when he told the Rotarians that "television will be your most compelling advertising tool." He declared that "it is becoming increasingly evident that because of its effectiveness, television advertising may prove to be the cheapest form of advertising—cheapest when measured in sales made by per advertising dollar invested." Coy reminded the Rotarians that "the American people have taken to television with an enthusiasm that they have dug down into their pockets and purchased over half a billion dollars worth of sets. And that they are buying sets as fast as they roll off the assembly line," with 3,000,000 sets slated to be produced by the year's end, and another 2,000,000—half of all the homes in the nation—expected to have sets by the end of 1952. "We were told by some that television was so costly that few advertisers would be able to afford it," Coy said. "Yet today over a thousand advertisers are using television."

Attorney General Tom Clark's speech at the convention will emphasize the role of radio as an industry made up of many small businesses, preserving the small business character of the tradition of the nation's economy (The Billboard, April 9). Clark will address the NAB the day after the Coy talk.

CHICAGO AUDIENCE FALLS

Saturday	
3:00 to 6:00 P.M.	
WIND	193
Network A	155
Network B	106
Network C	17.0
Network D	10.1
HOOPER INDEX	
Jan., 1949	

WIND 60 KC
24 hours a day

STARTING OUR FOURTH YEAR

at **KFAB**

50,000 WATT CBS STATION
OMAHA, NEBRASKA

EDDIE SOSBY

and his
RADIO RANGERS

Ray Bush, Joey Ross, Perry Douthitt, Johnny Sapp
PLAYING PERSONALS IN NEBRASKA,
IOWA, KANSAS AND MISSOURI

Thanks to Our Sponsors:

O. A. Cooper Feeds
Hamburg Hatchery

Blue Ribbon Coffee
Interstate Nursery

NOTE TO RECORD COMPANIES

WE ARE AVAILABLE

ALL ABOUT Writers' Sales and the New Blueprint

RCA Revamps A&R, Speeds Push on Sales

Alex Brand Going on Road

NEW YORK, April 9.—RCA Victor's record division, by streamlining and realigning some personnel, is accelerating its sales push, in fact, several artist and repertoire men are scheduled to join the field force very soon. Alex Brand, international department head, will spend the major portion of each week on the road, spilling the country with high international sales rep Frank Amaro. Brand will continue, however, to pick international tunes and talents. Ed Dodgin, RCA's A&R staffer, is also set for a field job, and Fred McCreary, an added sales rep for the Atlantic area.

In New York, Latin-American A&R head Herman Dorn moved from the general A&R office to the RCA international offices, location of the export department (The Billboard, April 9). Music staffers Henri Rene and Charlie Green are now associate musical directors, with Rene acting as house conductor on vocal dates, etc. Green will probably supervise the recording of the folk and kiddie departments.

This week Victor will hype its 45-rpm drive with the first new release of the new vinyl phantoms. The diskery's 12 best selling pops, including such artists as Eddy Arnold and Perry Como, will be made available for 45-rpm players. Commencing with the April 29 release, all new releases will be made available on both 45 and 78-rpm disks. For the time being, the company may follow the standard-type disks by one week, with each release including three pop disks, one pop specialty, one country, one blues, and one Western.

In response to the demand from distributors, Victor is making a special release this week of Vaughn Monroe's Riders in the Sky, on 45-rpm disks.

Victor Signs Gracie Barrie

PHILADELPHIA, April 9.—Gracie Barrie, singer and pianist, who was with Dick Stettenbach when he was with Nick Stabile, has been signed by Victor Records. News at the time of the signing was that Barrie had just released an album when she returns to New York later this month, being temporarily out for the Commonwealth.

The proposed new release, which will be geared for the pop market, differs from her former recordings, which reflected her talent as a pianist.

RCAs Murray To Con Europe

NEW YORK, April 9.—J. P. Murray, RCA representative in Europe, is set to go to Europe. The purpose of the trip is to survey the 45-rpm market in various areas, and the initial tour will see Victor's new type 45-rpm disks.

Murray also plans to visit new talent in France and England. He'll be gone for two or three months.

RCA Assures Dealers Price Protection in Case of Slashes

WASHINGTON, April 9.—The newly organized Washington Association of Retail Record Dealers (WARD) is working to develop receipt of a telegram from RCA Victor Records Company stating that Victor's current plans call for no general price reduction but, in event of a future cut, dealers are assured price protection. The telegram was signed by RCA Victor Veepee J. W. Murray. (WARD) has been conducting major diskeries on the price situation, and it was revealed this week discussions between WARD and Columbia Records are now going on.

The text of the RCA Victor telegram, released by WARD and received Monday (4), is as follows: "The Victor's current plans call for no general reduction in the suggested

retail list prices of RCA Victor records. Should such a general price reduction become necessary in the future, the following policy will apply effective immediately for the period April 1 to September 1, 1949. You are assured price protection on all RCA Victor records purchased during the 30 days prior to the effective date of any future general reduction in the suggested retail list prices of such records. That is, we will credit you with the difference between the price we billed you and the price to you resulting from any reduction as to all records shipped you during 30-day period."

The wire continued, "From time to time RCA Victor may elect to implement special retail list prices by selection for inventory clearance purposes. Such special prices will not be covered by the above price protection policy. We believe this policy will enable you aggressively to merchandise and promote at a profit the superior artists and quality of RCA Victor records."

Ashley May End Jobber Duties, Stress Pubbing

NEW YORK, April 9.—Concurrent with the disclosure this week that the National Screen Service has bought the building at 1600 Broadway, necessitating vacating by all present tenants by June 31, it was reported that Victor's Ashley Murphy, which has offices at 1600, may discontinue its music jobber activities after that date. When queried, Ashley, firm's topper, and Al Weiss, sales manager, would not comment.

According to reliable sources, the present plan is for the Ashley firm to assume music jobbing in favor of full-time music publishing. The firm has six catalogs, covering pop, standard and classical fields. The firm is not known who will purchase Ashley's jobbing assets (they reported to exceed \$100,000), if they are offered for sale, a combination is headed by a present Ashley employee is said to have the inside track.

Columbia Cuts Two Chirpers

NEW YORK, April 9.—Columbia Records has ditched two with two chirpers, Rosemary Clooney and Marjorie Hughes, who are spotted with Columbia on the label. Both chicks will be featured as single attractions. Miss Clooney, who sings with the Tony Pastor band, sliced her engagements last week. And Miss Hughes, who sings with her father's (Frankie Carle) crew, turned in four sides Thursday (7), with arrangements and/or conducting by the diskery's new musical director, Hugo Winterhalter.

The diskery's local activity in the ten-air department will be rounded out Tuesday (12) with a date featuring thrush Julie Wilson.

Robbins Concludes Multiple Pacts With Foreign Pubs

NEW YORK, April 9.—Jack Robbins has concluded a flock of deals with foreign publishing houses for wide spread distribution of his music over a number of pacts are in the pending. The publisher, who just about three years ago severed his connection with the three big major houses, a standard catalog, and after pacts with the following:

Edward Kassner Music Company, Ltd., London, will handle British territory for Robbins; Editions Chappell will office in France; and Milan, through Italy; Reims & Reims, of Stockholm, thru the Nordic nations countries; J. Lamm & Son, Pty. Ltd. of Sydney, covers Australia and New Zealand; and Editions Armand, through France and Portugal.

Robbins is also working on a deal with Mevye Dugardin, French publisher. When and if completed, this will give several thrusts into France, Belgium, Holland and Switzerland.

The above pact, with the exception of last with Kassner, are straight

five-year deals, with the proviso that pact renewals would be on a 50-50 basis. The Kassner pact is a 50-50 deal, with both having an interest in copyrights.

Robbins had a deal concluded with the Budapest firm of Rozsvalgyi & Company, the original publishers of Bartok, but since the iron curtain fell over Budapest, says Robbins, he has had to answer to four letters.

The publisher is also working on pacts with Establecimiento Musical (reunited) in Buenos Aires, Dr. Manuel Ponce in Mexico, S. Mangione, Rio de Janeiro, and Hine Manuel Menace City.

Robbins, who to date has spent \$200,000 on his venture into the standard field, is preparing a major push into the popular business via the Leo Robin-Judy Stynes score of the Gentlemen Prefer Blondes, the Anita Loos musical, which is scheduled for a fall debut. Sixteen tunes are in the score, and the toppers figured as Just a Kiss Apart and Bye, Bye, Baby. Three professional men are likely to be the New York, Chicago and Coast exploitation.

New Blueprint Goes to Govt. For Look-See

Leslie-Alpert-Meyer Plan

By Jerry Wexler

(Continued from page 3)

ment has been taking a dim view of ASCAP's conduct since the signing of the consent decree in 1941. One of the chief points of censure has been ASCAP's method of spreading the wealth.

Chief Features

Here are the chief features of the new plan, which was described by an ASCAP topper as "George Meyer's synthesis of features of the Leslie, Alpert and Meyer plans."

(1) Concrete recognition of the performance factor. The percentage of the yearly revenue allotted to writers will be placed in a performance pool, and distributed among writer members in exact ratio to their performance. It is not known at this time what this percentage will be—figures from 15 to 25 per cent have been mentioned. Assuming that the figure is 15 per cent, here's how it might work. 15 per cent will be taken out of the writers' pool and reserved. Each writer will then receive 65 per cent of what he would receive according to his present rating, plus a share of the performers pool. The chunk will be determined by dividing the number of performances he obtained during the year into the Society's total number of performances. He will then receive exactly that proportion of the performance pool.

(2) Promotion and demotion. Under the present system ratings are based on "nature," "character," "prestige," "vogue," etc., it is hard for a young member to be promoted and harder for an old-timer to be demoted. Under the new plan, a writer will have to earn no less than the average of the bracket below his in order not to be demoted. He will have to earn the equivalent of the average of the bracket next above him to be promoted. This will be the sole basis of upgrading and downgrading, and will be mandatory and automatic.

Specials for Longhair

(3) Special compensation for writers of standard and classical works. Since the longhair and the longhair material cannot possibly be performed with anything resembling the frequency of pop songs, ASCAP doesn't want to penalize serious composers.

(See ASCAP Scribbles on page 11)

Lawrence Set As Como Sub

NEW YORK, April 9.—Bill Lawrence, young warbler, has given the big-time push by the RCA Victor delivery and by back George Evans, this week landed a radio pin in the form of the summer replacement period on the Chesterfield Supper Club. He will sub for Perry Como on the May 10 Monday-Wednesday-Friday giggle show spots. Lawrence begins the 13-week sub series in the early part of June.

Lawrence is not signed to any booking agency, which may have some significance, since the General Artists Corporation has been the agency for the Chester show with talent for the past few years.

CONVULSIONS OF THE RECORD BUSINESS

Survey Reveals Only 15% Buy Consistently; Sales Off

NEW YORK, April 9.—The record business is in a classic need of a bygone in the form of continuous promotion of the product, according to a recent and highly authentic survey of the record-buying public. This need is indicated by statistics which show that two-thirds of all records sold are purchased by the upper half of the income group, and by figures which indicate that only 15 per cent of the people who own phonographs are consistent buyers of records. By consistent buyers is meant those customers who purchase some records every month. According to the survey, "active" record buyers purchase between 25 and 30 disks a year. The average buyer purchases 11 or 12 a year, and "occasional" purchasers get three or four. A great weight of evidence exists, according to the survey, tending to show that millions of owners of phonographs have a strong initial interest in records (else why would they purchase a phonograph), but this interest gradually lapses to zero.

Other Findings

The survey, which analyzes purchasing habits, covers the last half of 1947, all of 1946 and January of 1948. Additional pertinent points brought out by the statistics are as follows:

(1) Consumer purchases of records in the third quarter of 1948 were one-third below the third quarter of 1947, probably owing to the record ban. Album sales for the third quarter of 1948 were off 42 per cent as compared to the same period in 1947, and single record sales were off 24 per cent. Classical album sales were up 10 per cent, Columbia, by this time, was out with its LP innovation.

(2) The survey indicates that about every 10 records purchased, six are

singles. In other words, for each six singles, one album is sold.

(3) Out of every 10 disks purchased, six are singles. In other words, for each six singles, one album is sold.

(4) A study of the classical market indicates that only 2 per cent of the total record buyers account for 75 per cent of all record purchases—a situation which highlights the necessity of entering to that 2 per cent via mailings, promotion, etc.

(5) During 1948, about 30 per cent of all record sales were made by companies outside the big four. The independents, of course, had their field day during 1948, and during 1949 the 30 per cent figure is expected to drop, with the swing in the direction of the majors who have the same artists and best distributor set-ups.

(6) Out of a total of approximately

(See Constant Disk on page 33)

Decca To Hold Present Prices

NEW YORK, April 9.—Decca Records this week issued a letter to its customers, dealers and operators reassuring them that the company will stick to its current 75 cents plus tax price line. The letter, signed by Decca's general sales manager, Sidney N. Goldberg, read as follows:

"There are many rumors spreading around the industry as to actual or possible price changes. We at Decca feel very strongly that, because of our great roster of talent and the wonderful creative abilities of our artists and our organization, the price of our records is a fair one. The costs involved in the manufacture of these records and the attendant high talent costs make it necessary that we maintain our present price level if we are to maintain our great product."

"We have, accordingly, today issued a statement to the press to the effect that Decca has no intention of reducing its prices."

ASCAP Membership Salable? N. Y. Court Reserves Decision

NEW YORK, April 9.—The question of whether a publisher membership in the American Society of Composers, Authors and Publishers (ASCAP) is "merchandise" or "valuable" and whether it can be transferred to another party, is now up for consideration in Municipal Court before Judge Byrnes in the case of McCarthy et al. vs. Bob Stephens and Decca Records. Judge Byrnes has reserved a decision.

The case is considered preposterous because of a claim of \$179,000 allegedly owed McCarthy and other writer plaintiffs by Stephens and Decca. McCarthy, in an affidavit sworn to, stated that he had been involved in the sale of songwriting trademarks to McCarthy et al. vs. Bob Stephens and Decca Records. Judge Byrnes has reserved a decision.

No Long Hair!

NEW YORK, April 9.—A chronicle of barbershop singing, tracing that lusty masculine art from its first recorded reference in Peppy's Diary down to 1948's "National and national contest" has been published in book form by SPEBSQSA (Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America). Major emphasis is on the history of SPEBSQSA, now 10 years old and still growing. The author, Deac Martin, wrote the book, titled *Keep America Singing*, "to preserve the flavor, traditions and some principal records of progress during the society's first 10 years... in order to encourage further progress and preservation."

Cap Technical Post Given to Roy Marquardt

HOLLYWOOD, April 9.—Roy C. Marquardt, in charge of Capitol's Scranton, Pa., plant, was named director of international engineering for the New York post created by Cap Proxy Glenn E. Wallichs to help solve technical problems arising from the company's association with foreign firms handling Cap waxes. Marquardt's initial task will be in engineering the construction of a complete record production plant to be built in Venezuela by the Barco Company, one of Cap's manufacturing and distribution agents in South America. M. S. Hardy, present head of Cap's Los Angeles plant, will take over the reins at Scranton.

According to Wallichs, rapid growth of the foreign market has prompted plans for an increasingly important role in the international field, necessitated the creation of Marquardt's appointment. Marquardt will report directly to Wallichs and work with the label's international department as a technical consultant for its international ventures. These include, in addition to Barco, Telefunken, English Decca, Pan American Discos, Articulos Domesticos and Simlar.

Cap-Mercury T'funken Suit Set for Fall

Chi Firm Continues Waging

CHIAGO, April 9.—Capitol's suit against Mercury Records over the exclusive right to issue and distribute Telefunken platters in this country (The Billboard, April 9), filed two weeks ago in a New York District Court, will probably not be heard until late in October or November as a Mercury legal retort told The Billboard this week. Irving Green, proxy of Mercury, said that the litigation suit will have no effect on Mercury's release of Lucretia Borgia material, unless an adverse court decision is received. Green added that the regular monthly releases on both 78 and LP would continue as scheduled.

Green said that the Gramophone National Works Corporation (GNWC), of Czechoslovakia, had been distributing the foreign masters in the U. S. for two years, previous to working out the Mercury arrangement. "GNWC" records were peddled here under the Supraphone label, but were discontinued when Mercury worked out its royalty agreement with the Czech waxes.

Explains Mercury Claim
Mayer is Idberg, Mercury attorney, clarified the Mercury claim by explaining that the masters, which the company has claimed, were originally stored in Czechoslovakia by the Naams in the name of "When Naams were forced out of Czechoslovakia by the Czech government, under the late President Benes, appropriated the disk hard, and disks being taken over on a decree of seizure as a reparation of war. Green added that the period from 1945, when Supraphone first came to the U. S. until now, there had been no claim against the Czech masters.

Green said that John Hammond and David Hall, who visited Czechoslovakia personally and worked out the agreement with GNWC, "special" were to see that the metal parts (matrices) from which Mercury was pressing wax parts were in the undisturbed property of GNWC. Green emphasized that Mercury has had a copy of every record made from the GNWC masters.

State Dept. "Voice" To Air Bop Abroad

NEW YORK, April 9.—A new initiative by the State Department to promote American culture abroad is being taken by the State Department. The State Dept. is planning to broadcast a series of radio programs to promote American culture abroad. The programs will be broadcast from the State Dept. in Washington, D. C., and will be heard in various parts of the world.

The programs will be broadcast from the State Dept. in Washington, D. C., and will be heard in various parts of the world. The programs will be broadcast from the State Dept. in Washington, D. C., and will be heard in various parts of the world.

London Disk Prices Set

W. A. G. (The London Record Company) has announced that it has set the prices for its records in London. The prices are as follows: 78s. 6d. for 10 records, 10s. 6d. for 20 records, 12s. 6d. for 30 records, 14s. 6d. for 40 records, 16s. 6d. for 50 records, 18s. 6d. for 60 records, 20s. 6d. for 70 records, 22s. 6d. for 80 records, 24s. 6d. for 90 records, 26s. 6d. for 100 records.

MCA Sets Jones For Texas Fair At Nifty Figure

HOLLYWOOD, April 9.—Grandstand attraction of the State Fair of Texas, Dallas, October 9-23, was plucked this year by Spike Jones thru Music Corporation of America's (MCA) Larry Barnett.

According to Barnett, deal promises Jones the highest figure ever paid a performer by the fair association. Barnett refused to divulge details, stating only that the deal is on a guarantee-plus-percentage basis.

It differs, therefore, from the transaction made by Arthur Michael last year when he negotiated the Jimmy Durante-Harry James package, since Durante-James played the event on a buy-out basis, paying the fair association \$25,000 and taking over the grandstand. They handled its promotion and exploitation in addition to providing talent. In 1947, *Music Get Your Gun* took over, while in 1946 the event was played by Tommy Dorsey. It was during that engagement that Dorsey received a record \$50,000 guarantee plus percentage and reportedly netted \$100,000.

According to MCA's Barnett, Jones will be strongly favored in fair dates during the forthcoming season. In addition to the Texas booking, he has already been set for the Indiana State Fair, Indianapolis, September 1-3 on a 50,000 guarantee against a 10 per cent split.



**SALES
PROVE-**

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YOUR PAST, PRESENT AND FUTURE

DECCA

AMERICA'S FASTEST SELLING RECORDS!

HERE ARE SAMPLES OF
**DECCA'S ALL TIME
BEST SELLERS!**

HERE ARE SAMPLES OF
**DECCA'S TOP HITS OF
TODAY!**

HERE ARE SAMPLES OF
**DECCA'S CURRENT RELEASES—
TOMORROW'S
BEST SELLERS!**

WHIFFENPOOF SONG

KENTUCKY BABE

BING CROSBY and FRED WARING - Decca 23390

HUMORESQUE

GUY LOMBARDO

TALES FROM THE VIENNA WOODS

Decca 23765

I'M MAKING BELIEVE

INTO EACH LIFE SOME RAIN MUST FALL

INK SPOTS and ELLA FITZGERALD

Decca 23356

STAR DUST

BING CROSBY

DEEP PURPLE

Decca 25285

TICO-TICO

ETHEL SMITH

LERO LERO—BEM TE VI ATREVIDO

Decca 23353

PAPER DOLL

MILLS BROTHERS

I'LL BE AROUND

Decca 18318

DRY BONES

FRED WARING

OLD MOSES PUT PHAROAH IN HIS PLACE

Decca 23948

BRAMH'S LULLABY

BING CROSBY

SWING LOW, SWEET CHARIOT

Decca 25052

AVAILON

AL JOLSON

ANNIVERSARY SONG

Decca 23714

SUGAR BLUES

GLYDE MC GOY

I'VE FOUND A NEW BABY

Decca 25014

CHOPIN'S POLONAISE

CARMEN CAVALLARO

WARSAW CONCERTO

Decca 23791

DOES YOUR HEART BEAT FOR ME?

RUSS MORGAN

SO LONG

Decca 25080

GALWAY BAY

MY GIRL'S AN IRISH GIRL

BING CROSBY

Decca 24295

CRUISING DOWN THE RIVER

SUNFLOWER

RUSS MORGAN

Decca 24568

RED ROSES FOR A BLUE LADY

EVERYWHERE YOU GO

GUY LOMBARDO

Decca 24549

DON'T ROB ANOTHER MAN'S CASTLE

I'M BITIN' MY FINGERNAILS AND THINKING OF YOU

ANDREW'S SISTERS and ERNEST TUBB

Decca 24592

I LOVE YOU SO MUCH IT HURTS

MILLS BROTHERS

I'VE GOT MY LOVE TO KEEP ME WARM

Decca 24590

YOU, YOU, YOU ARE THE ONE

RUSS MORGAN

FOREVER AND EVER

Decca 24569

ONCE IN LOVE WITH AMY

RAY BOLGER

MAKE A MIRACLE with Allyn McLerie Decca 40065*

FAR AWAY PLACES

BING CROSBY

TARRA TA-LARA TA-LAR

Decca 24532

BLUES IN MY HEART

RED FOLEY

TENNESSEE SATURDAY NIGHT

Decca 46136

I DON'T SEE ME IN YOUR EYES ANYMORE

BECAUSE YOU LOVE ME

THE STARDUSTERS with Orchestra

Directed by GORDON JENKINS

Decca 24576

SO TIRED

RUSS MORGAN

I HEAR MUSIC

Decca 24521

AGAIN

GORDON JENKINS

SKIP TO MY LOU

Decca 24602

BARROOM POLKA

PUT YOUR SHOES ON, LUCY

RUSS MORGAN

with THE RHYTHMAIRES

Decca 24608

PALING AROUND WITH YOU

TED LEWIS

THE LITTLE OLD CHURCH IN THE VALLEY

Decca 24564

COMME CI, COMME CA

DICK HAYMES

THE STREETS OF LAREDO

Decca 24565

EVERYWHERE YOU GO

HOW IT LIES, HOW IT LIES, HOW IT LIES!

BING CROSBY and EVELYN KNIGHT

with JUD CONLON'S RHYTHMAIRES

Decca 24612

TAKE ME OUT TO THE BALL GAME

IN THE GOOD OLD SUMMERTIME

ANDREW'S SISTERS and DAN DAILEY

Decca 24605

THAT WONDERFUL GIRL OF MINE

AL JOLSON

I ONLY HAVE EYES FOR YOU

Decca 24601

BALI HA'I

BING CROSBY

SOME ENCHANTED EVENING

Decca 24609

HURRY! HURRY! HURRY! (Back To Me)

I DIDN'T KNOW THE GUN WAS LOADED

ANDREW'S SISTERS

Decca 24613

DON'T CALL ME SWEETHEART ANYMORE LARRY FOTINE

UNLESS YOU'RE REALLY AND TRULY IN LOVE Decca 24583

A GOOD MAN IS HARD TO FIND

CASS DALEY

ALL RIGHT, LOUIE, DROP THE GUN

Decca 24600

SKYSCRAPER BLUES

EVERY TIME I MEET YOU

DICK HAYMES

with GORDON JENKINS AND HIS ORCHESTRA

Decca 24606

WHILE THE ANGELUS WAS RINGING GUY LOMBARDO

NEED YOU

Decca 24614

*10 Unbreakable - \$1.00

Prices do not include Federal, State or Local Taxes

SINGLE RECORDS 75¢ each plus taxes, except as noted

Don't wait for your
salesman—**ORDER NOW!**

**DECCA
RECORDS**

Look to DECCA for
the greatest collection
of the greatest records!

Fairbanks TV Musical Film On 2 Outlets

First Series for Video

HOLLYWOOD, April 9.—Jerry Fairbanks will kick off his Mexican-themed musical video series on 22 outlets this week. Series is staged *Paradise Island* and consists of 26 15-minute episodes, stars Danny O'Neil and Anne Sterling, boasts 90 songs, 26 musical production numbers with Everett England and his orchestra, 18 voice production, 27 tunes written for the series plus specialty acts. This is the first film musical series produced for TV. Footage for the 26 shorts is equivalent to six full-length films.

According to Fairbanks, the series will enjoy the largest potential audience of any video show when it hits the air and is expected to be booked on 35 stations by the end of this month. *Paradise* is the first of many video films being produced by Fairbanks in Mexico. Other series include *Television Close-ups*, *Gang Bunches With Uncle George and Musical Journeys*.

Original tunes introed in *Paradise* include *Words of Love*, *Paradise Island*, *I'm Gonna Be Needin' You*, *It's the Little Things You Do and Rhapsody of Love*. Tunes will be plugged to exploit the films. Cleffers represented include Sandy Stevens, Al Stewart, Bernie Wayne, Augustin Lara, N. Roubanis, Margarita Leconsa, Allan Rankin Jones, Irvin Graham, Jack Baker, Monia Fleischer and Hoagy Carmichael.

Specialty acts are Ross Linda, vocal soloist with Phil Spitalny's orchestra; Leo Diamond, harmonica player; Tony Larue, marimba; John Martin, accordionist at Earl Carroll's; Reggie Dvorak, mimi; Ken Card, banjo; Royal Hawaiian Serenaders and others.

Dance numbers are headed by Pierre Andre, Laura Corbay, formerly with Billy Rose's Diamond Horseshoe; Judith Sargent, Broadway dancer, and Lel Guerrero, Latin dancer. Edward Paul was in charge of music. Dances were by Andre, and Oscar Yerg was art director.

Jordan Signed For South Tour

NEW YORK, April 9.—Louis Jordan and His Tympany Five (actually containing seven leaders) have been set for a 32-date swing thru the South, beginning September 28 and ending late November 2. Jordan's new tour will play a seven-day-a-week schedule on the tour. The group's guarantees for the tour total approximately \$185,000. He is working most of the dates on a guarantee against 50 per cent of the gross basis, with a scale of profit flat rate dates thrown in.

All 32 dates are already booked and guaranteed with General Artists Corporation (GAC). Jordan's agent.

Cathode Tubes Up 361% in '48

WASHINGTON, April 9.—Billings, the slow growth electrical industry, announced that cathode ray tubes last year increased more than 361 per cent in quantity of output and value. The 142 per cent increase was reported in the 1947 report of the Radio Manufacturers Association (RMA) announced last week.

Best Selling 45

WASHINGTON, April 9.—For the second successive week, Hecht's department store here reported a new RCA Victor 45 rpm album in the best-seller list. The album was *Nutcracker Suite* played by the Philadelphia Symphony Orchestra, Eugene Ormandy conducting. The album ranked fifth in this week's best-seller album list at Hecht's. Last week, the Victor album, *Strauss Waltzes*, made the list in fifth place, marking the first appearance of either an LP or 45 rpm album among the store's best sellers (*The Billboard*, April 9).

N. Y. Presseries Form Org. File Corporate Paper

NEW YORK, April 9.—Papers of incorporation with the secretary of State are to be filed by Harold Kaplan, counsel for the Record Molders Association, Inc., an organization of the record pressing industry now being formed. At a meeting at the Hotel New Yorker this week, attended by 36 persons, it was voted to form the organization in order to promote the interest and welfare of the pressing industry. The org intends to establish a code of fair commercial practices and to establish a credit bureau to be made available to members for checking the credit standing of any label. The association expects to co-operate with associations servicing other branches of the disk business.

Temporary officers elected include George J. Earlinger, Eastern Record Manufacturing Company, president; H. Weinraub, Plastylite Corporation, secretary, and George L. Bard, Bard Record Company, treasurer. A temporary board of directors of seven men were also appointed.

The next meeting is scheduled for May 5 at the New Yorker.

Jock Revives "Ting-a-Ling"

NEW YORK, April 9.—Ed McKenzie, WJBK, Detroit, disk jockey known as Jack the Bellboy, has begun ringing some bells with an ancient Jesse Crawford organ waxing of a tune called *Ting-a-Ling* in the past couple of weeks and paved the way for Mills Music to ring up more cash as a result.

The McKenzie plugs of the Crawford waxing have caused some stir on the old waltz in the Detroit area and have provoked the waxing of new readings of the tune, with Blue Barron already having it in the bin at MGM Records. The tune is published by the Mills firm.

Mercury Cuts "South Pacific"

NEW YORK, April 9.—Mercury Records is preparing to issue an album containing the songs from the score of the smash musical *South Pacific*. The Mercury album, which is being rushed to hit the market within a couple of weeks, will feature singers Donald Richards (of *Pinkie* fame), John Laurens Patti Page and Kitty Kalten. This package is scheduled to appear in the company's *Capitol Records* planned catalog but waxing of the score, which will go into the recording studio next week.

Capitol Records also has been reported as leading a *South Pacific* package, with some of the label's artists scored.

LOOK WHAT'S JUST RELEASED TO HIT TODAY'S TREMENDOUS POLKA MARKET!

"Whoopee JOHN"

WILFAHRT'S
➔ Latest, Greatest

POLKA
IT'S TERRIFIC!!

MINNESOTA
POLKA

Polka with Vocal Chorus

and

MARIECHEN WALTZ

(Theme Song) Instrumental Waltz

"Whoopee JOHN" WilFAHRT and His Orchestra

➔ DECCA 45071

INTERNATIONAL SERIES

Don't wait for your salesman, ORDER NOW!

DECCA RECORDS

FULL RANGE RECORDING*

THE WORLD'S FINEST RECORD!

THERE IS NO COMPROMISE WITH QUALITY



*London full range recording reproduces EVERY sound audible to the normal ear

The London Gramophone Corp. 14 W 28 St. N.Y.C.

ASCAP Scribes Reshuffle Set

(Continued from page 75)
...by using the data to a strict
...ance criterion.

The plan has also features, but
three are paramount. A more
detailed description of the revision
will be revealed after the Justice
Department has seen it.

It is by a combination of the first
feature—performance credits
for promotion and promotion accord-
to average earnings—that the re-
classification board hopes to reach a
system of bracketing that will be
used ultimately on performances.
The government and many musicians
don't like to see the performance
standards emerge as the sole criterion
for writers, but to institute such a
system at once would cause heroic dislo-
cations in the structure. A string
of hits can, under the new system,
move a young talent from the bottom
of the ladder to the top in a continu-
ous progression, because his perform-
ances will increase his average earn-
ings, and the rising averages will
push him into continuously higher
brackets.

The converse will be true, with un-
productive writers moving down by
degrees on the basis of no-perform-
ances and decreasing average earn-
ings. The plan, however, safeguards
golden plumbers by the 50-time
writers, with a safety of checks
month with cushion and deliberate
downgrading.

For a period of years, so theory, at
least, all talent has to find its level
under the new plan.

Pubbers' Pay-Off

As to the publishers' pay-off, Under-
hill is said to be not quite as criti-
cal—but critical nevertheless. With
75 per cent of the publishers' share
based on performances, a large slice
of equity is guaranteed. The remain-
ing 45 per cent is based on the less
satisfactory factor of government and
the independent ASPAP police
members' standard of availability.

Since availability
factors determine the weight of pub-
lishers' votes, the government is said
to be interested in the way a knot of
unaffiliated publishers has been
able to perpetuate its domination of
the Society by using itself juicy
specialties so that it can vote its
back into office so that it can vote
its own specialties, and so on.
The government self-perpetuation
mechanism is said to be
the result of these agencies, active
and inactive, who are turning
over a concert of the services of the
industry today, but who, tomorrow,
are bent on a takeover. The
government is said to be ex-
tending the industry and to see
itself as a powerful force in the
industry. As to the government's
role, it is said to be

Misses Stafford. Lee Set Tours

NEW YORK, April 9.—Peggy Lee
and her husband, Dave Stafford, will
leave for a New York tour with
the "New York City" symphony
orchestra, leaving for a one-week
tour in the West. The tour will
include a similar tour last year.
The tour will include a similar tour
last year.

Lee, who is a member of the
Chicago Symphony Orchestra, will
be touring with the "New York City"
symphony orchestra, leaving for a
one-week tour in the West. The
tour will include a similar tour last
year. The tour will include a similar
tour last year.

Babinga to Congo But No Bebop on "Musical Planet"

CHICAGO, March 9.—One of the
most unusual platters shows ever pre-
sented got its start here Friday (8)
over WMOB, local FM outlet, when
Dr. Richard Waterman, professor of
ethnomusicology at Northwestern U. did
his first *This Musical Planet* show.

Waterman, a collector of foreign
records and possessor of consid-
erable lengths of recorded tape made
during his scientific expeditions, pre-
sented an unusual hour show, with
records that included folk music of
the Babinga pygmies of Central
Africa, the nuskul and muskuk
music of the Yaka Indians of Papua
New Guinea, You Are My Sunshine and
Gentlewoman, as sung by a Malagasy
singer, a selection from the Chinese
opera, Chin-Hu Teetsi His Wife, a
modern Chinese ballad, an East In-
dian version of Red Wing, drum music
from the Watutsi giants in the Belgian
Congo, and West African Yoruba
music, reminiscent of Cuban rhythms.

The professor as yet has not or-
ganized an expedition into the strange
bebop country.

Now Spotlites Can Go at 37c

NEW YORK, April 9.—By means
of a special advertising-promotional
allowance, Spotlite Records may now
be included for as low as 37 cents,
tax included, according to the dick-
ery's general manager, Frank Marks.
The disks previously maintained a
minimum price of 44 cents tax in-
cluded.

According to the dickery's plan,
releases will be placed to the regu-
lar exclusive outlets in each city,
billed at the regular price, with
a rebate granted monthly on
receipt of proof that ads have been
run by the account.

Marks estimated that dealers do
not have to cut price unless they
want to—last in many cities dealers
can now make more than the usual
40 per cent profit. It is expected that
most outlets will advertise the disks
at 39 cents, tax included.

This move by Spotlite follows last
year's reduction in Ely Ober-
stein's Varsity platters. These disks
were cut from 44 to 39 cents.

Merc Stresses LP Longhair

NEW YORK, April 9.—Mercury
Records' Veegee Judd Hammond this
week stated that the company was
placing full concentration on the new
LP classical line and will of its LP classical
line. He pointed out that the firm
has never issued a classical record in
the last 50 years.

Hammond also said that Mercury
would stick to its current 25 cents
plus tax price line on the new LPs.
The company's this week sent out let-
ters to its distributors, customers, and or-
ganizations explaining that no change in
price was expected in the next 50
years.

Prescott Gives Pope Tolerance Job Award

NEW YORK, April 9.—J. Parker
Prescott, head of the Executive Rec-
ords office here, yesterday (8) pre-
sented a plaque to Eugene Pope, gen-
eral manager of WHOM, for his out-
standing service to the discrimina-
tion drive on the radio. The award
was taken place at WHOM's studio, on
level 44, in the Empire State Building.
The award was presented to Pope in
recognition of the Willie
Brown-Bay Carroll disk jockey show.
Among the speakers was Elmer
Carter, of the New York State Com-
mission Against Discrimination.

ANNE SHELTON
"KISS ME GOODNIGHT"
"WHILE THE ANGELUS WAS RINGING"
Vocal with the Word - Soprano - Ray Sherman Orchestra
NO. 373
75c plus tax
IMPORTED
LONDON RECORDS
FULL RANGE RECORDING
The London Gramophone Corp. 16 W. 22 St., N. Y. 10, N. Y.

Just out! Tex was never better!

Tex Beneke

MIDNIGHT SERENADE
AND
PIN-STRIPED PANTS

RCA VICTOR 20-3395

MISSISSIPPI FLYER
AND
LOOK UP

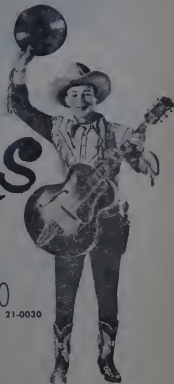
RCA VICTOR 20-3340

A terrific pair of sure-fire folk tunes!

Roy Rogers

I MET A MISS IN TEXAS
AND
WITH A SWEEP OF MY SOMBRERO

RCA VICTOR 21-0030



THE CERTAIN SEVEN

Best Sellers! You no doubt will afford to miss:
20-8319 Perry Como
20-3347 Sammy Kaye
20-3321 Perry Como
21-0002 Eddy Arnold
20-2576 Eddy Arnold
1-8831 Jose Iturbi

THIS WEEK'S RELEASE

POPULAR

As A Crust, Cuckoo World
All Right, Love, Drop The Gun
Bitters In The Sky
Bogie Saddle
Cigarette
It's Me
Because You Love Me
Gateway Boy
Laugh Somebody Around
Laugh To Me
Laugh, Hap
Laughing
Laughing, Laughing

LOUIS PRIMA
20-3410

VAUGHN MONROE
20-3411

EVE YOUNG
20-3412

DENNIS DAY
20-3413

ESKINE HAWKINS
20-3408

ALFRED DRAKE
20-3414

POP-SPECIALTY

When You Wear A Tulip
Keep A Little In Your Eye

MAIN STREET STRING BAND
20-3415

FOLK

The End
Of The World
Three Wishes

SLEEPY HOLLOW RANCH GANG
21-0036

Alabama Moon
Tennessee Tears

PEE WEE KING
21-0037

I'm Casting My Lotus Towards The Sky
I'll Do As Much For You Someday

SLIM WHITMAN
21-0038

BLUES

Kind Hearted Women
Cutting Out On Me

MILDRED WHITE
21-0015

NEW THREE SUNS "SERENADE" ALBUM! P-241

The Donkey, Serenade 20-3263
Serenade # Penitence Serenade 20-3264
Platiquia Serenade Serenade (from "The Rude" Prince") 20-3265
Serenade In The Night

Dealers! Are you ringing up those extra profits with RCA Victor's new "Multi-Play Records"? You will! - More Co-op Plans, and national advertising add up to easy sales.

THE STARS

WHO MAKE THE HITS
ARE ON

RCA Victor Records

RCA VICTOR DIVISION, RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

MORE LONDON HITS!

JOHNSTON and DEAN

"DON'T TAKE MY WORD" (TAKE MY HEART)

Vocal by Johnston and Dean
with the One Nighters

NO. 420
75c plus tax

DICK JAMES

"WHO DO YOU KNOW IN HEAVEN?"

Vocal by Dick James and the Stapletons

NO. 399
75c plus tax

TED HEATH

"TEQUILA"

Vocal by Jack Parnell and Quartet with Ted Heath and His Music

NO. 416
75c plus tax

IMPORTED
LONDON RECORDS

FULL RANGE RECORDING

Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Based on reports received last three days of Week Ending April 8

BEST-SELLING SHEET MUSIC

Times listed are the national best sheet music sellers. List received each week from all the nation's sheet music publishers according to greatest number of sales. (P) indicates order is in a particular issue in its legal musical. (R) indicates order is in a particular record.

POSITION
Weeks Last This
Week Week Week

- | | | | | | |
|----|----|---|----|----|---------------------------------|
| 10 | 1 | 1. CRUISING DOWN THE RIVER (R) | 10 | 11 | 11. I LOVE YOU SO MUCH IT HURTS |
| 17 | 2 | 2. FAR AWAY PLACES (R) | 11 | 12 | 12. I LOVE YOU SO MUCH IT HURTS |
| 18 | 3 | 3. GALWAY BAY (R) | 12 | 13 | 13. I LOVE YOU SO MUCH IT HURTS |
| 11 | 4 | 4. RED ROSES FOR A BLUE LADY (R) | 13 | 14 | 14. I LOVE YOU SO MUCH IT HURTS |
| 6 | 3 | 5. SUNFLOWER (R) | 14 | 15 | 15. I LOVE YOU SO MUCH IT HURTS |
| 8 | 7 | 6. FOREVER AND EVER (R) | 15 | 16 | 16. I LOVE YOU SO MUCH IT HURTS |
| 14 | 6 | 7. POWDER YOUR FACE WITH SUNSHINE (R) | 16 | 17 | 17. I LOVE YOU SO MUCH IT HURTS |
| 4 | 10 | 8. "A" YOU'RE ADORABLE (R) | 17 | 18 | 18. I LOVE YOU SO MUCH IT HURTS |
| 8 | 9 | 9. SO IN LOVE (R) | 18 | 19 | 19. I LOVE YOU SO MUCH IT HURTS |
| 3 | 10 | 10. CARELESS HANDS (R) | 19 | 20 | 20. I LOVE YOU SO MUCH IT HURTS |
| 1 | — | 11. AGAIN (P) (R) | 20 | 21 | 21. I LOVE YOU SO MUCH IT HURTS |
| 2 | 15 | 12. I DON'T SEE ME IN YOUR EYES ANYMORE (R) | 21 | 22 | 22. I LOVE YOU SO MUCH IT HURTS |
| 2 | — | 13. SOMEONE LIKE YOU (R) (R) | 22 | 23 | 23. I LOVE YOU SO MUCH IT HURTS |
| 13 | 11 | 14. I'VE GOT MY LOVE TO KEEP ME WARM (R) | 23 | 24 | 24. I LOVE YOU SO MUCH IT HURTS |
| 1 | — | 15. IT'S A BIG WIDE WONDERFUL WORLD (R) | 24 | 25 | 25. I LOVE YOU SO MUCH IT HURTS |

ENGLAND'S TOP TWENTY

POSITION
Weeks Last This
Week Week Week

- | | | | | | |
|----|----|---|------------------|----|---------------------------------|
| 5 | 2 | 1. TWELFTH STREET RAG | Clappell | 10 | 10. I LOVE YOU SO MUCH IT HURTS |
| 8 | 1 | 2. FAR AWAY PLACES | Leads | 11 | 11. I LOVE YOU SO MUCH IT HURTS |
| 2 | 14 | 3. IN A SHADY NOOK | Keith Prowse | 12 | 12. I LOVE YOU SO MUCH IT HURTS |
| 15 | 4 | 4. HEART OF LOCH LOMOND | Unk | 13 | 13. I LOVE YOU SO MUCH IT HURTS |
| 17 | 6 | 5. CUCKOO WALTZ | Keith Prowse | 14 | 14. I LOVE YOU SO MUCH IT HURTS |
| 4 | 7 | 6. POWDER YOUR FACE WITH SUNSHINE | Clappell | 15 | 15. I LOVE YOU SO MUCH IT HURTS |
| 7 | 3 | 7. ON THE FIVE FORTY FIVE | Stinson Miller | 16 | 16. I LOVE YOU SO MUCH IT HURTS |
| 14 | 3 | 8. ON A SLOW BOAT TO CHINA | Miami | 17 | 17. I LOVE YOU SO MUCH IT HURTS |
| 28 | 6 | 9. WHEN YOU'RE IN LOVE | Bradford Wood | 18 | 18. I LOVE YOU SO MUCH IT HURTS |
| 27 | 9 | 10. BUTTONS AND BOWS | Vincent | 19 | 19. I LOVE YOU SO MUCH IT HURTS |
| 3 | 15 | 11. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON | Wendy | 20 | 20. I LOVE YOU SO MUCH IT HURTS |
| 5 | 8 | 12. CRYSTAL LAZER | Dash | 21 | 21. I LOVE YOU SO MUCH IT HURTS |
| 8 | 11 | 13. IT'S MAGIC | Campbell-Cannell | 22 | 22. I LOVE YOU SO MUCH IT HURTS |
| 2 | 19 | 14. MOTHER'S DAY | Billy Reid | 23 | 23. I LOVE YOU SO MUCH IT HURTS |
| 1 | — | 15. LAVENDER BLUE (DIDY) | Sun | 24 | 24. I LOVE YOU SO MUCH IT HURTS |
| 6 | 12 | 16. FOR YOU | Feldman | 25 | 25. I LOVE YOU SO MUCH IT HURTS |
| 1 | — | 17. HOW CAN YOU BUY KIL LARNEY | Pete Maurille | 26 | 26. I LOVE YOU SO MUCH IT HURTS |
| 10 | 18 | 18. PERHAPS, PERHAPS, PERHAPS | Southern | 27 | 27. I LOVE YOU SO MUCH IT HURTS |
| 2 | 16 | 19. LILLETTE | Unk | 28 | 28. I LOVE YOU SO MUCH IT HURTS |
| 1 | — | 20. YOU WAS | Unk | 29 | 29. I LOVE YOU SO MUCH IT HURTS |

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION
Weeks Last This
Week Week Week

- | | | |
|----|----|--------------------------------------|
| 8 | 1 | 1. CRUISING DOWN THE RIVER |
| 15 | 3 | 2. FAR AWAY PLACES |
| 21 | 2 | 3. GALWAY BAY |
| 12 | 6 | 4. POWDER YOUR FACE WITH SUNSHINE |
| 8 | 7 | 5. RED ROSES FOR A BLUE LADY |
| 3 | 4 | 6. SUNFLOWER |
| 4 | 9 | 7. I LOVE YOU SO MUCH IT HURTS |
| 8 | 7 | 8. I'VE GOT MY LOVE TO KEEP ME WARM |
| 3 | 12 | 9. FOREVER AND EVER |
| 1 | — | 10. BRUSH THOSE TEARS FROM YOUR EYES |
| 18 | 11 | 11. LAVENDER BLUE |
| 2 | 12 | 12. CARELESS HANDS |
| 1 | — | 13. "A" YOU'RE ADORABLE |
| 1 | — | 14. FOR YOU |
| 3 | 11 | 15. SO IN LOVE |
| 1 | — | 16. YOU, YOU, YOU ARE THE ONE |

The Billboard

MUSIC POPULARITY CHARTS

Radio Popularity

Week Ending April 8

RECORDS MOST PLAYED BY DISK JOCKEYS

These records were the most played by disk jockeys during the week ending April 8, 1949. The records were selected from the records most played by disk jockeys during the week ending April 8, 1949. The records were selected from the records most played by disk jockeys during the week ending April 8, 1949.

Rank	Record	Artist	Label
1	CRUISING DOWN THE RIVER	Blue Baron Ork.	MGM 10346-ASCAP
2	CARELESS HANDS	M. Torma-S. Burke Ork.	Capitol 15278-ASCAP
3	RED RIFES FOR A BLUE LADY	V. Horner Vi. for 20-3319-ASCAP	
4	SO TIRED	R. Morgan Decca 24521-ASCAP	
5	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De Val Ork. Capitol 15278-ASCAP	
6	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 21568-ASCAP
7	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
8	CRUISING DOWN THE RIVER	F. Carl Ork-M. Hughes	Columbia 38411-ASCAP
9	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38411-ASCAP
10	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
11	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
12	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
13	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
14	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
15	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
16	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
17	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
18	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
19	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
20	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP

(Continued on page 142)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

These songs were the most plugged in the key areas (RH System) during the week ending April 8, 1949. The songs were selected from the songs most plugged in the key areas (RH System) during the week ending April 8, 1949.

Rank	Song	Artist	Label
1	CRUISING DOWN THE RIVER	Blue Baron Ork.	MGM 10346-ASCAP
2	CARELESS HANDS	M. Torma-S. Burke Ork.	Capitol 15278-ASCAP
3	RED RIFES FOR A BLUE LADY	V. Horner Vi. for 20-3319-ASCAP	
4	SO TIRED	R. Morgan Decca 24521-ASCAP	
5	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De Val Ork. Capitol 15278-ASCAP	
6	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 21568-ASCAP
7	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
8	CRUISING DOWN THE RIVER	F. Carl Ork-M. Hughes	Columbia 38411-ASCAP
9	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38411-ASCAP
10	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
11	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
12	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
13	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
14	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
15	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
16	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
17	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
18	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
19	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
20	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP

(Continued on page 142)

SONGS WITH GREATEST RADIO AUDIENCES (ACD)

These songs were the most listened to by radio audiences during the week ending April 8, 1949. The songs were selected from the songs most listened to by radio audiences during the week ending April 8, 1949.

Rank	Song	Artist	Label
1	CRUISING DOWN THE RIVER	Blue Baron Ork.	MGM 10346-ASCAP
2	CARELESS HANDS	M. Torma-S. Burke Ork.	Capitol 15278-ASCAP
3	RED RIFES FOR A BLUE LADY	V. Horner Vi. for 20-3319-ASCAP	
4	SO TIRED	R. Morgan Decca 24521-ASCAP	
5	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De Val Ork. Capitol 15278-ASCAP	
6	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 21568-ASCAP
7	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Capitol 15278-ASCAP
8	CRUISING DOWN THE RIVER	F. Carl Ork-M. Hughes	Columbia 38411-ASCAP
9	I'VE GOT MY LOVE TO KEEP ME WARM	L. Brown Ork.	Columbia 38411-ASCAP
10	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
11	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
12	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
13	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
14	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
15	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
16	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
17	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
18	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
19	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP
20	CRUISING DOWN THE RIVER	R. Morgan Ork.	Columbia 38411-ASCAP

(Continued on page 41)

MORE LONDON HITS!

MANTOVANI

"DREAM OF OLWEN"

The Original Recording in America
Mantovani and his Concert Orchestra

B-12006

\$1.50 plus tax

MANTOVANI

"THE WINDSOR MELODY"

"POEM TO THE MOON"

Mantovani and his Concert Orchestra

B-12014

\$1.50 plus tax

DICK JAMES

"I'M WEARING LAST NIGHT'S SMILE TONIGHT"

Dick James with Cyril Stapleton Orchestra and The Stapletons

NO. 391

75c plus tax

LONDON RECORDS

FULL RANGE RECORDING

The 1st Commercial BOP SONG HIT!



2 GREAT RECORDS

"BOP!" GOES MY HEART"

Words by
WALTER BISHOP

Music by
JULE STYNE

Re-recorded by

FRANK SINATRA

COLUMBIA 38421

MARION HUTTON

MGM 10395

J. J. ROBBINS & SONS, Inc.
201 WEST 82nd STREET NEW YORK 19

Billboard

MUSIC POPULARITY CHART

Retail Record Sales

Week Ending April 8

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the national retail record stores. List is based on the Billboard Music Popularity Chart, which is compiled from the sales of the week ending April 8, 1944. The records are listed in order of their position on the chart. The records are listed in order of their position on the chart. The records are listed in order of their position on the chart.

Rank	Record	Artist	Label
1	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—A
2	CRUISING DOWN THE RIVER	B. Barron Ork	MGM 10348—A
3	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
4	SO TIRED	R. Morgan Ork	Decca 24568—A
5	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
6	FOREVER AND EVER	P. Como-M. Avera	Victor 20-319—A
7	GALWAY BAY	B. Crosby	Decca 24295—A
8	FAR AWAY PLACES	S. Kaye Ork	Victor 20-319—A
9	YOUR ADORABLE	J. Stafford and G. MacRae-P. ten Ork	Capital 5395—A
10	SUNFLOWER	R. Morgan Ork	Decca 24568—A
11	YOUR ADORABLE	P. Como-Fountain	Victor 20-319—A
12	NEED YOU	J. Stafford and G. MacRae-P. ten Ork	Capital 5395—A
13	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
14	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—A
15	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
16	SO TIRED	R. Morgan Ork	Decca 24568—A
17	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
18	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
19	SO TIRED	R. Morgan Ork	Decca 24568—A
20	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
21	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
22	SO TIRED	R. Morgan Ork	Decca 24568—A
23	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
24	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
25	SO TIRED	R. Morgan Ork	Decca 24568—A

WARNING: In utilizing these charts for buying purposes, readers should be aware that the charts are based on the sales of the week ending April 8, 1944. The records are listed in order of their position on the chart. The records are listed in order of their position on the chart. The records are listed in order of their position on the chart.

Rank	Record	Artist	Label
1	RED ROSES FOR A BLUE LADY	G. Lombarda Ork	Decca 24568—A
2	CRUISING DOWN THE RIVER	M. Tormé-S. Burke Ork	Capital 5395—A
3	YOUR ADORABLE	F. Yenkaile and His Larks-T. Marion Ork	Columbia 12394—A
4	NEED YOU	H. L. Denson Red Raven Ork	Decca 24568—A
5	CRUISING DOWN THE RIVER	R. Morgan Ork	Decca 24568—A
6	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
7	SO TIRED	R. Morgan Ork	Decca 24568—A
8	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
9	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
10	SO TIRED	R. Morgan Ork	Decca 24568—A
11	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
12	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
13	SO TIRED	R. Morgan Ork	Decca 24568—A
14	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
15	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
16	SO TIRED	R. Morgan Ork	Decca 24568—A
17	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
18	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
19	SO TIRED	R. Morgan Ork	Decca 24568—A
20	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
21	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
22	SO TIRED	R. Morgan Ork	Decca 24568—A
23	RED ROSES FOR A BLUE LADY	V. Monroe Ork	Victor 20-319—A
24	FOREVER AND EVER	R. Morgan Ork	Decca 24568—A
25	SO TIRED	R. Morgan Ork	Decca 24568—A

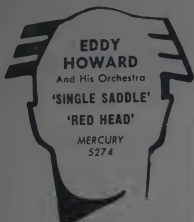


Mercury

R E C O R D S

WISHES TO ANNOUNCE THAT
IT IS NOT CONTEMPLATING
ANY REDUCTION IN THE PRICE
OF ITS RECORDS. WE WILL
CONTINUE TO GIVE YOU:

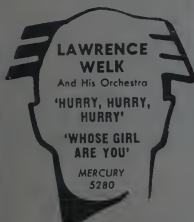
**TOP ARTISTS
TOP TUNES
AND QUALITY
MERCHANDISE**



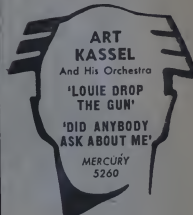
**EDDY
HOWARD**
And His Orchestra
'SINGLE SADDLE'
'RED HEAD'
MERCURY
5274



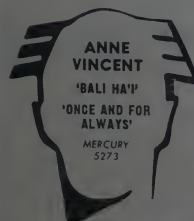
**VIC
DAMONE**
'AGAIN'
'I LOVE YOU SO
MUCH IT HURTS'
MERCURY
5261



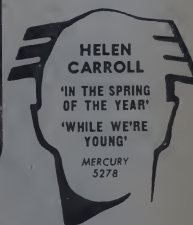
**LAWRENCE
WELK**
And His Orchestra
'HURRY, HURRY,
HURRY'
'WHOSE GIRL
ARE YOU'
MERCURY
5280



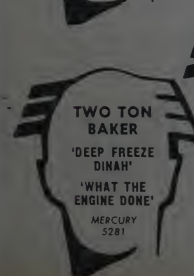
**ART
KASSEL**
And His Orchestra
'LOUIE DROP
THE GUN'
'DID ANYBODY
ASK ABOUT ME'
MERCURY
5260



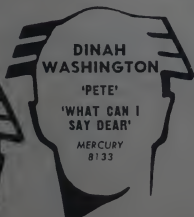
**ANNE
VINCENT**
'BALI HA'I'
'ONCE AND FOR
ALWAYS'
MERCURY
5273



**HELEN
CARROLL**
'IN THE SPRING
OF THE YEAR'
'WHILE WE'RE
YOUNG'
MERCURY
5278



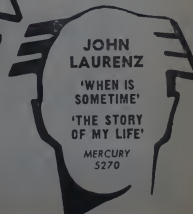
**TWO TON
BAKER**
'DEEP FREEZE
DINAH'
'WHAT THE
ENGINE DONE'
MERCURY
5281



**DINAH
WASHINGTON**
'PETE'
'WHAT CAN I
SAY DEAR'
MERCURY
8133



**THE
MERRYMEN**
'SOMETHING
ABOUT PAREE'
'BUSY DOING
NOTHING'
MERCURY
5283



**JOHN
LAURENZ**
'WHEN IS
SOMETIME'
'THE STORY
OF MY LIFE'
MERCURY
5270

TONY MARTIN SINGS...



"No Orchids for My Lady"

RCA VICTOR 20-3376

"Comme Ci Comme Ca"

RCA VICTOR 20-3367

RCA Victor Records

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Based on reports received last week ending April 8

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores, according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Week Ending	Rank	Title	Label
1	1	LITTLE TOOT (One Record)	Capital D45-40
2	2	Don Wilcox-The Starlighters	Capital BD-124
3	3	SO DEAR TO MY HEART ALBUM (Four Records)	Capital OD-109
4	4	BOZO AT THE CIRCUS (Two Records)	Capital BBX-34
5	5	Bugs Bunny and the Tortoise (Two Records)	Capital OBX-93
6	6	BOZO UNDER THE SEA (Two Records)	Capital OBX-99
7	7	Vance "Pinto" Colvig-Billy May Ork.	Capital CC-64
8	8	BUGS BUNNY (Three Records)	Decca CUS-7
9	9	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records)	Capital BBX-46
10	10	Frank Lubber	Capital BC-35
11	11	BOZO AND HIS ROCKET SHIP (Two Records)	Decca CS-8
12	12	Billy May With Ork-Vance "Pinto" Colvig	Victor Y-341
13	13	RUSTY IN ORCHESTRVILLE (Three Records)	Victor Y-395
14	14	NURSERY RHYMES (Two Records)	Decca CU-104
15	15	LITTLE ENGINE THAT COULD (Two Records)	Decca CU-102
16	16	Frank Lubber	Decca CU-106
17	17	THE TUBA (Two Records)	
18	18	G. Kaye	
19	19	GENIE, THE MAGIC RECORD (One Record)	
20	20	MANNERS CAN BE FUN (One Record)	

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Week Ending	Rank	Title	Label
1	1	Claire de Lune	Victor 11-8451
2	2	Warsaw Concerto	Victor 11-8443
3	3	Chopin's Polonaise	Victor 11-8448
4	4	Josef Hurler	Columbia 12320
5	5	Side Savoy	Victor 11-9234
6	6	Marlan Anderson	Victor 15429
7	7	Tales of Vienna Woods	
8	8	Stakowski, director Philadelphia Ork.	

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Albums are listed according to greatest sales.

Week Ending	Rank	Title	Label
1	1	I Can Hear It Now Album (Two Records)	Columbia MM-800
2	2	Schubert's "Five Records"	Columbia MM-772
3	3	Treasury of Grand Opera (Four Records)	Victor DM-1074
4	4	C. Scharoun, L. Albanow, J. Mielon and Others	Victor DM 1110
5	5	Musik To Remember (Two Records)	Victor DM 704
6	6	Beethoven, Violin Concerto (Five Records)	Columbia MM-827
7	7	J. Halffter-NBC Symphony Ork, Tuganin, director	Victor DM 1227
8	8	Nutcracker Suite (Three Records)	
9	9	A. Rednisch-New York Symphony	
10	10	Chopin's Favorite Three Symphonies	
11	11	First Piano Quartet	

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those popular albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Albums are listed according to greatest sales.


Week Ending	Rank	Title	Label
1	1	KISS ME, KATE ALBUM (Six Records)	Columbia MM-800
2	2	WORDS AND MUSIC (Five Records)	MGM 37
3	3	STA-KENTON ENCORES ALBUM (Three Records)	Victor DM 1110
4	4	SUPPER CLUB FAVORITES (Three Records)	Victor DM 704
5	5	JOEY AND THE SWEETHEARTS (Two Records)	Columbia MM-827
6	6	JOEY AND THE SWEETHEARTS (Two Records)	Victor DM 1227
7	7	ROSES IN RHYTHM (Four Records)	
8	8	TO MOTHER (Two Records)	
9	9	VAUGHN MONROE BIGGS ALBUM (Four Records)	
10	10	SEULEN IN JAZZ (Three Records)	
11	11	I CAN HEAR IT NOW ALBUM (Four Records)	
12	12	Edward R. Murrow	

Record Reviews

2000
 2001
 2002
 2003
 2004
 2005
 2006
 2007
 2008
 2009
 2010
 2011
 2012
 2013
 2014
 2015
 2016
 2017
 2018
 2019
 2020
 2021
 2022
 2023
 2024
 2025
 2026
 2027
 2028
 2029
 2030

Records are reviewed three times: 1, for retailers; 2, for operators; 3, for record buyers. Each time on the basis of nine key categories. Each category has a maximum number of points within which new releases are rated. The best possible rating is 100. The music trend now being conducted, however, is a preliminary one. It is not the final word on the market. 5 indicates a record is not suitable for appraisal within the market. Point listings are maximums. Song catalog; 15; interpretive vocal talent; 15; "musical" performance potential; 10; exploitation (record advt's-promotion); 10; vocal talent; 10; instrumental; 10; instrumental distribution power; 10; lyrics and other "gimmie" aids; 10; manufacturer's distribution power; 10.

Show	Excellent or Good
The Contender	85%
The Price Is Right	75%
The Newlywed Game	65%
The Dating Game	60%



**BAR
ROOM
Polka**

Words and
Music by
**VAUGHN
HORTON**

Words and
Music by
**VAUGHN
HORTON**

Columbia	Frank Yarkovic
Coral	Ames Brothers
Decca	Russ Morgan
Mercury	Lawrence Welk
MGM	Art Mooney
Varsity	Tommy Clayton
Victor	Johnny Olsen
Capitol	To Be Released

Southern Music Publishing Co., Inc.
1619 BROADWAY
NEW YORK 19, N. Y.

(Continued on page 46)

A NEW FIELD but not a new label!

Meet me underneath...



Dance Tone #1130

FEATURING

Gloria Carroll

"Dance Tone's LATEST DISCOVERY"

Also

"IF YOU'RE NOT COMPLETELY SATISFIED"

(FLIPOVER)

EVERY TIME I MEET YOU

Dance Tone #1131

RETAIL
LIST PRICE
75¢
PLUS TAX

TWO POSITIVE
JUKE BOX
FAVORITES

YOU WILL BE
HEARING MORE
OF GLORIA

WITH
PAT SANDS'
ORCHESTRA

NEW BURLINGHAM DISTRIBUTOR
MACAULAY COMPANY
11 SUTTON STREET
MIDFORD 35 MASS.

PHILADELPHIA - NEW JERSEY
MARCEL DISTRIBUTORS
1432 FAIRMOUNT AVE.
PHILADELPHIA 36 PENN.

CONTACT YOUR
DISTRIBUTOR
OR WRITE - PHONE - WRITE

SELECT TERRITORY OPEN TO RATED DISTRIBUTORS. JUKE BOX OPERATORS CONTACT DIRECT
IF NO DISTRIBUTOR IN YOUR LOCALITY. FREE SAMPLE RECORD TO LEGITIMATE OPERATORS.

DanceTone Record Co.
1 BOULEVARD REVERE 51 MASS.

Record Reviews

(Continued from page 41)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
JOE BIVIANO-RCA
ACCORDION ORK
24-1146
I Kissed a Girl and
Made Her Cry 69--69--67-70

Vicini Sul Mar 72--74--70-72

RUSS MORGAN ORK-
THE RHYTHMAIRES
Put Your Shoes on
Lucy 73--75--70-72

Bitroom Polka 85--88--89-90

DAN DAILEY-ANDREWS
SISTERS
Clancy Lowered the
Boom 83--83--80-84

I Find a Man When
I Came In 75--75-72-76

JO STAFFORD
Paul Weston Ork
Once and for Always 86--87--86-85

Why Can't You Behave 81--82--80-80

GORDON McRAE
Paul Weston Ork
A Chapter in My Life
Called Mary 89--91--89-87

The Little Old Church
Near Leicester Square 88-89-88-87

MARGARET WHITING
Frank DeVol Ork
When Is Sometime 85-90-35-80

The Story of My Life 85--90--85-80

ARTIST
TUNES
LABEL AND NO.
COMMENT



POPULAR
PERRY COMO
Russ Case Ork
(24-1146)
When Is Sometime? 85-87-85-83

"A" You're Adorable 91-92-89-90

JAMETTE DAVIS
The Mariners
I Didn't Know the
Gun Was Loaded 77-73-75-80

Anything Can Happen
When You're Lone-
some 79-78-77-72

BUDDY CLARK
A Chapter in My Life
Called Mary 87-88-84-85

Whispering Waters 82-84-81-80

JACK SMITH
Senora 82-85-80-80

Busy Doing Nothing 78-88-78-77

LES BROWN ORK
1400 Dream Street 68--69-68-67

A Fine Romance 84-88-81-80

OWEN BRADLEY
Lullaby Waltz 74-77-72-73

Do You Still Love Me 74-77-72-73

THE THREE SUNS
Ballin' the Jack 75-76-74-73

Hurry! Hurry! Hurry! 74-77-72-73

April 16, 1949

The Billboard

LIVE WHILE YOU'RE HERE
SWEETEST OF MYSTERY
HINDOO HOP
LOVE IS ALL
AS LONG AS THE WIFE DOESN'T
KNOW
CHEER UP
SING SING
JUST A PRETTY LITTLE HOME
KING SOLOMON
WHERE THE CANDLES FLOWS
DANCE WITH ME

17-BYE BYE, BONNIE
Book and lyrics by Louis Simon and
Side Dudley. During the out-of-town
troupe of this musical comedy, Pritch-
ard and Frances White were fea-
tured but when the production reached
broadways, they were replaced by Lela
Blaine and Dorothy Burgess in a cast
that included George Hale and William
Franklin. **Rating, C+**
HAVE YOU USED SOFT SOAP
PROMISE NOT TO STAND ME UP AGAIN
OUT OF TOWN BUYERS
LOOK IN YOUR ENGAGEMENT BOOK
YOU AND I LOVE YOU AND ME
JUST ACROSS THE RIVER FROM
QUEENS
BYE BYE, BONNIE
PROMISE NOT TO MAKE IT COZY
TODDLE-OO
WHEN YOU GET TO CONGRESS
LOVING OF MY MIND
TAMPOCO TAP

Inturn's "Tea Time" For Day's Patmar

HOLLYWOOD, April 9.—Clef-
fer Inturn this week closed a deal
with Dennis Day's Patmar Music for
the rights to Tea Time on the
Hollywood. Inturn's tune recently
composed by Nick Lucas on Capitol
marks the second sale the clef-
fer made in recent weeks, following
the sale of Jewel Music purchase of
the rights to "I Wish I Were a Clown."

Inturn will launch his expanded
The Arts Records label with an April
15 release featuring Merry Macs
and The Monkeys and the Orson
Wells backed by transfer Frank
Rosen's Legend of the Rose. Both
are Inturn compositions.

Texas Air Base Booking in Orks

NEW YORK, April 9.—The Lack-
land Army Air Base, San Antonio,
Texas, week played and the Hal
Laine-type band and also has sent Henry
Haine and his ork for a one-week
engagement May 27.

The air base hires two orks to play
dances in the officer and non-com
clubhouse with the brass footing the bills.

Free Professional Copies

Piano-B. M. L. Songs of Appealing Beauty

- | | |
|-----------|-----------------------|
| 1. Dearly | 7. I Have Dream in My |
| 2. Dearly | 8. Heart |
| 3. Dearly | 9. Love of Love |
| 4. Dearly | 10. Love of Love |
| 5. Dearly | 11. For Water or for |
| 6. Dearly | 12. Starlight |
| 7. Dearly | 13. Love to Love |

CLAUDIO LOPEZ

Montefiore Hospital Bronx, N. Y.

10 INCH RECORD PRESSINGS

Shallie or Vinylite
Fast Service—High Quality
Small or Large Quantity
Labels—Promotional—Blind
SONCRAFT, INC.
150 Broadway New York 19, N. Y.

PRESSINGS

Quality Work—Fast Service
High Efficiency—Guaranteed
CRAFT RECORD
818 Bergen St. Brooklyn 17, N. Y.
Litter 4-8850

Get ANIMAL RECORD #174 THE PUSSY CAT SONG A-B-B-E-BABY

It's new! It's great! It's vinylite!
STAPLETON INDUSTRIES, INC.
792 The Arcade, Cleveland 14, Ohio

SONGWRITERS COMING UP!

April 23 Issue

GEORGE M. COHAN
(Part I)

In Issues Subsequent to April 23
The Billboard Will Present

GEORGE M. COHAN

(Part II)

JEAN SCHWARTZ

ERNEST BALL

J. ROSAMUND JOHNSON

IRVING BERLIN

CHRIS SMITH

AL PIANTADOSI

GUSTAV LUDERS

THEODORE MORSE

EGBERT VAN ALSTYNE

JULIAN EDWARDS

RAYMOND HUBBELL

A. BALDWIN SLOANE

KARL HOSCHINA

WILLIAM C. HANDY

... And others

Heidt Unit's Record Gross

NEW YORK, April 9.—The Horace
Heidt Unit, led by accordionist
Dick Contino, finished four days at
the Capitol Theater, Sioux City, Ia.,
last week with a record-breaking
gross of \$14,613.47. On the last two
days of the engagement the house
cut the feature picture, jumping the
unit from four to six shows.

The same unit, playing the Orpheum
Theater, Madison, Wis., set a new
record for theaters in that city,
pulling a \$5,346.83 gross for six shows
Wednesday (5). The show also in-
cludes Richard Malar, vocal impres-
sionist; the Peppertones, vocal group;
and warbler Tommy Check. It
opened at the Riverside Theater, Mil-
waukee, Tuesday (7).
Heidt himself is taking a month off
in California after a seven-month tour
of the Coast this summer.

Ballen Inks Artist And Distrib Deals

NEW YORK, April 9.—Ivan Ballen,
owner of the Ballen Record pres-
sery, 20th Century, Gollum and
Philadelphia, has returned from a
Southern trip with several new dis-
tributor and artist deal. The new
artists' agreements are Burns Dis-
tributing Company, Oklahoma City,
F & F Distributing, Charlotte, N. C.,
and Barnett Distributing Company,
Baltimore. Artist packs all for the
Gollum label, were inked with the
Dick Davis combo, Doc Bagby's Ark
and Vocalist Tiny Tim.

Gentle Big in Bridgeport

BRIDGEPORT, Conn., April 9.—
Despite the 100th Anniversary celebration
in progress, Al Gentile came off the
Ritz Ballroom here last Sunday (13)
for a one-night stand at 100th Street
customers. The box-office scale was
reduced to this attraction was
\$1. As an added lure, Al's latest
radio crooner, was featured in a
showcase (27) before, Ray Kinley
drew 1,200 customers to the
Ritz. Tickets were upped to \$1.50
for this attraction. Harvey Neims,
a local lead playing alto sax, added to
the draw.

Neisner Handles Double Feature

CHICAGO, April 9.—Bill Putnam,
prexy of Universal Records, last week
closed the first of a series of deals
with chain retail outlets to handle
Double Feature platters on a direct
basis. Putnam has worked out an
agreement with the Neisner chain and
is meeting this week with reps of
two other chains to work out similar
agreements. Within 10 days, Putnam
expects to be releasing his first plastic
disks on the Double Feature line.

Universal recording studios and the
home offices of Universal Records and
Double Feature platters will move
from the Civic Opera Building some-
time in June, as the space is being
taken over for video studios. Put-
nam said that he is negotiating for
other space, which will be larger
than his present holdings because of
additional recording studio equipment
which he is purchasing.

5G for Philly Negro AFM's Free Music

PHILADELPHIA, April 9.—Local
274, American Federation of Musi-
cians (AFM), as the Negro union, has
been allocated \$5,161.86 to continue
its free public music program for the
third year, it was announced by Local
Secretary Henry Love. The allotment
for the allocated Local is
approximately \$7 per member on a
membership of 726. The per capita
appropriation last year was \$9.40 and
in 1947, \$10.20.

Planned for this year 17 Phila-
delphia and vicinity are further
concerts in hospitals, canteens, public
schools, community parks, homes for
the aged and recreation centers. The
allocation comes from the AFM's re-
cord royalties fund.

Laine To Top Bills In Syracuse, Philly

NEW YORK, April 9.—Frankie
Laine will headline the bills which
will open one and reopen another
theater at the start of the summer
months. Laine will help to unshutter
vaude policy at the Loew's Theater
in Syracuse August 25 with a one-
week date. The singer tops the show
which will open the fall season for
the Earle Theater in Philadelphia
September 2. This also is a one-
week stand.

Laine is scheduled to do a week at
the Convention Hall in Asbury Park,
N. J., during the week of August 7.
He also is booked for a week at the
Loew's Rochester, N. Y., house, be-
ginning August 18.

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Wanna Hear a Record? Make Date With Detroit Library

DETROIT, April 9. — Disk-ental service at the Detroit Public Library blazoned this month into a full-fledged auditioning service as well, providing private listening privileges by appointment for record-lovers. The move, the formal incarnation of the "audio" end of the library's relatively new Audio-Visual Department, established on its own in 1946, which has developed a well-rounded program in the fields of projected books for ceiling use by invalids, film strips and 16-mm. films, with a slide section to be established later.

Latest addition is the installation of a battery of four record players with earphones in the main library, to offer a complete record reference service. Units are available at which listeners may put on the records for study, comparison or other purposes. The players are made by Poncey's Mikro, of Concert Installations, and are considered to be superior quality instruments. No general amplifier hook-up is used, and the records are played right into the individual earphones, so that other library patrons are not disturbed by the conflicting sounds.

16,000 Disks

The library's record collection has quadrupled in size in the past five years—from 3,800 records in 1944 to 16,000 today.

Another expanded service has just been placed in operation, with the installation of record collections in five of the branch libraries—the East Warren, Parkman, Monnier, Mark Twain and Redford branches, with a sixth branch to be added later. About 3,000 records are available in these branch libraries.

Record borrowing charges have ad-

vanced from 3 cents a day in 1944 to 5 cents now, with bargain package prices of 15 cents for the first two days for albums of two or three disks, and 25 cents for those of four or more, with a nickel per day per album thereafter on both sizes.

The collection today is about 80 per cent straight music, with emphasis on the classics. There is a sizable volume of popular records selected for historical purposes, however, such as the recent albums devoted to top pop songs of various years, and the historical jazz field is well represented. There is also a large collection of folk music.

Non-Musical Records

Non-musical fields, too, are well represented, including lectures on atomic energy, language instruction and mental hygiene. Outstanding records of the actual speech of noted figures, including singers, actors and public leaders, such as Sarah Bernhardt, Teddy Roosevelt, Gladstone, Florence Nightingale and Joseph Jefferson, are prize items of the collection.

Individual reactions of listeners and borrowers to date indicate that the earphones are likely to be used primarily for study purposes—to check scores and program notes. The language instruction records have also developed marked interest in this field. Among actual borrowers, a large proportion appear to be music lovers borrowing the records for enjoyment. And for a commercial number of them, obviously willing to pay to borrow the music, will ultimately buy in the classical field after they have shopped by home listening, rather than listening in store booths.

Soup Co. Pushes Crosby Col Wax

HOLLYWOOD, April 9. — Columbia Soup, hunkroller of Bob Crosby's Club 35 radio series, has launched a promotional drive to herald the signing of Crosby's first disk deal with Columbia Records. Bunkroller this week sent letters as heads of all Columbia Broadcasting System (CBS) affiliates urging the stanzas, asking for special co-operation in plugging the Crosby platoon on local disk jockey shows.

First Crosby releases will hit the stands Monday (22), and will include "Need You and Three Wishes." Follow-up release, to be issued April 25, will be "Old Fashioned, 'Oop and Don't Call Me Sweetheart Anymore." Disks also plan to team Crosby with three Maroon Morgan, ex-Harry James corps, on a series of platters patterned after the highly successful Doris Day Buddy Clark couplings.

Garod Dealers' Gambles

NEW YORK, April 9.—Claried television dealers of the metropolitan area are scheduled for a Memorial Day week-end vacation trip to Atlantic City, sponsored by Radio Electronics Corporation of New York, exclusive distributors for Garod. Accommodations have been arranged at the Traymore Hotel. The group leaves May 27 and returns May 30.

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RETURN TO PALACE

RKO Toppers Plan Vaude Comeback About May 30

(Continued from page 4)
ace was the big time for all vaude performers.

The return of vaude at the Palace is motivated by a number of factors, chiefly box office. Since September, 1935, when the house went into a straight grind picture policy, its grosses have seldom been anything to boast about. Here and there the house had a picture that made dough, but usually it was just one of those things. In recent months grosses have sagged badly, with \$14,000 of the 2,100-seat house becoming a general thing.

During the war there were rumors

Auditions Tied To Roll Calls

NEW YORK, April 9.—Auditions tied to attendance at membership meetings of the American Guild of Variety Artists (AGVA) will be started next September.

The idea was proposed by Jackie Bright, national AGVA board member and chairman of the New York AGVA branch executive committee. The plan is to permit all AGVA members to audition in a WOR theater backed by a 12-piece band. Auditions will be open to ticket holders to be given to agents, bookers and entertainment committees and friends of the performers.

A gimmick tied to the plan is that it will be open to all New York AGVA members who attend meetings regularly. Every member will have a card to be punched at the meetings. The card will have to be punched at least three times to make the member eligible to audition. Auditions will be held monthly.

The plan was accepted by the New York exec committee consisting of Bob Fitzgerald, Danny Hollywood, Phil Irving, Charlie Banks and Virginia Richmond. The membership accepted the plan unanimously at the Wednesday (6) meeting.

Philly Rathskeller Draws

40-Day License Suspension
PHILADELPHIA, April 9. — The Little Rathskeller, mid-city niterony now operated by the Spiegel brothers, suffered a 40-day suspension of its liquor license this week.

The suspension, effective April 22, was for permitting minors to frequent the premises and purchase liquor.

Pay the \$2

NEW YORK, April 9.—The American Guild of Variety Artists (AGVA) may find itself in a peculiar position vis-a-vis an other American Federation of Labor (AFL) union in the immediate future.

The Office Employees International Union No. 153 (OEIU), which has organized office employees of AGVA National and has asked Dewey Barto to sit down and negotiate a contract. According to the OEIU Barto has disregarded all requests. The OEIU now threatens to file a petition with the National Labor Relations Board charging AGVA with refusal to negotiate.

that the building housing the Palace would be torn down to be replaced by either another office building or a hotel. The scarcity of building material prevented such a move. Later, other rumors spread that flesh would come back, but each one was denied. The scarcity of top attractions, RKO management said, made any talk of vaude revival impossible. In recent weeks, however, RKO has renewed office leases, something it has refused to do before; has repainted its elevators and is planning to do various alterations in the building.

While its tentative budget wasn't disclosed, it said that acts used would be in the medium-priced class to be presented with all the trimmings of the old Palace days which will make the house a showplace for potential television buyers and other bookers who now have to travel to lake one-nighters to see an act.

The Palace will be booked thru Danny Friendly as a regular thing. He has been with RKO for a number of years, with the exception of an arena hitch during the war. He also books all the major RKO houses throughout the country.

Cotton Club (H'w'd) Closes

HOLLYWOOD, April 9.—The Cotton Club, which opened March 28 on the site of the former Florentine Gardens, folded owing acts five weeks after their six-week contracts. Acts only worked one week. The fold-over was covered by \$2,925 bond with AGVA for Pearl Bailey, two other acts and a line of girls.

This closing marks the top spots that have closed in the past week. The first was the Copa City, Miami Beach, which went under, having sold a bundle of cash to various creditors. The Cotton Club, a smaller operation, was owned by Hal Stanley.

New York:

Borscht hotels notified by the American Guild of Variety Artists (AGVA) that starting Decoration Day only bookings thru "authorized agents" will be permitted. To be "authorized," bookers will have to agree to new minimums for club dates. They call for \$25 singles, \$40 doubles and \$55 for triples. Jack Lewis is the new booker for the Barclay Hotel, formerly Yule and Snow who do a Town Hall concert May 20 and then goes to the Harlem Club, Atlantic City, for 12 weeks.

Forrest (Chic) Wade just closed at the Charles, New Britain, Conn. Texas Tommy's good, Ulla, died while doing an International Harvester show in Grand Rapids, Mich. Bob Fitzgerald opens at the Old Roumanian April 20. Bob Mitchell will do a series of fast one-nighters around the country as part of a rebuilding program by RKO. The Troupers (wives of showbiz people) are taking over the Latin Quarter May 1 for both shows. They'll put on their own show in addition to the regular show. Harvey Stone's cutting four sides for M-M Records on his G.I. routine.

Harold Minsky averaged \$22,000 gross weekly just on admissions in his Colonial Inn, Hallandale (Miami) operation.

Cincinnati

Christensen & Fifer, local bookers, hold the most control in the new Cincinnati Garden. They have just finished with Ice Follies and Aqua Paradise and the Skating Varsity coming up April 26. Firm also has the production of the Campbell County Exposition, Newport, Ky. June 23-25.

Mark Daniels, owner, has just terminated a year's engagement at Glenn Henderson, Newport, Ky. After a brief spell in the city, he will be a dance group controlled by Mrs. Cecile Sankler Lindsay, to whom he is married. Sammy Leeds and Barney Rapp have dissolved partnership in the Barney Rapp Agency, with the latter remaining on his own in the firm's new quarters at the Town Hall. The new quarters are in the firm's former quarters in the Union Central Building.

And Cheaper!

NEW YORK, April 9.—A couple of coins were discussing the merits, or lack of them, of various actors, comedians, and comic bombed in Philadelphia and Baltimore.

"So what are you worried about, George DeWitt?" "What am I worried about?" demanded the comic indignantly. "I'm using his material!"

Roxy Fires 7 Singers, AGVA Brings Charges

NEW YORK, April 9.—The firing of seven singers by the Roxy last week brought charges from the American Guild of Variety Artists (AGVA) against the management and instructions by AGVA membership to deal with the matter at once, "even if it means a strike."

AGVA claimed that when it signed a contract with the Roxy, Dave Katz, house manager, promised there would be no reduction in staff. The first week the contract and the new raises went into effect, the union charged Katz gave dismissal notices to seven singers including the AGVA deputy and two others active in contract negotiations.

Katz was called upon by AGVA reiss Friday (8) and said: "My hands are tied. I have orders to cut down from Hyman Skoloff. Later he agreed to rescind some firings but said a reduction was necessary to save money. Norman Steinberg, 29th Fox lawyer, in the Friday confab, refused comment referring questions to Katz. Katz's reply thru his secretary was: 'I have nothing to say.'

Another meeting is set for Monday (11), but AGVA reps say if the matter isn't adjusted a strike may be called against the Roxy.

Top Bookers On Verge of A-1-Out War

GAC-Loew Clash an Omen

NEW YORK, April 9.—Competition among circuit booking offices for available attractions is on the verge of flaring up into a major conflict with the talent offices caught in the middle.

The mail recent incident involves the booking of King Cole by General Artists Corporation (GAC) into the Paramount-owned Hippodrome, Buffalo, for a four-day tour. Stanley Bulow, a Loew's house, playing spot shows on a full-week basis, was almost to be trying to get Cole. GAC, however, insisted there was no deal by Loew's, a statement corroborated by the Loew's booking office.

Despite the general denial, insiders say that the battle among the major circuit bookers is gradually shaping up. Talent sellers say they prefer to go to their attractions into houses that play regular shows, or are in a position to give their acts work in other theaters in their circuit.

There are others who say that such an attitude will prevent houses from operating and that spot shows are the rule, not the exception. Which ever way this is resolved, trade circles agree, real competition on a nationwide basis is developing among the majors. Loew's, Paramount and RKO

Dela. Bill Would Slap 20% Tax on Showbiz

DOVER, Del., April 9.—Night club theaters and other places of amusement will be hit by a tax bill introduced in the General Assembly by Sen. Louis C. Bulow (R, Bridgeville).

The measure would impose a 20 per cent tax on admissions to theaters, night clubs and other places of amusement, as well as taxes on golf club dues and green fees. Senator Bulow said he had no estimate of how much revenue the proposed law would bring, but he believed it would be considerable. This tax would be in addition to the Federal 20 per cent levy.

The measure proposes the 20 per cent tax on all admissions priced above 35 cents. The tax would be applicable to admissions to cabarets and other similar entertainments, where the admission charge is more than 30 cents. In this connection, the bill provides that the admission charge for cabarets and night clubs shall be deemed to be 20 per cent of the amount paid for refreshment service when the admission is 20 per cent of each customer's bill.

The measure proposes a tax of 5 per cent on the admission charge for organized amateur sports and golf courses, and a 10 per cent tax on amusement parks. The bill also provides for a 10 per cent tax on amusement parks and a 10 per cent tax on amusement parks.

New Eye on Mich. Bookers

DETROIT, April 9.—After a long period of inactivity, the Michigan League of Variety Artists is now active in the state. The league is now active in the state. The league is now active in the state. The league is now active in the state.

Capitol, New York

Capacity, 1,200. Five shows weekdays, six shows weekends. Price policy, 50 to 85 cents. House books, Charlie Hodge. Shows played by Duke Ellington's house orchestra.

If the house could manage its part, a lot of whom seem to be counterparts of the characters in the thicker, City Across the River, this new show can prove entertaining. It has listenable music, good singing, comedy and a standard novelty segment to offer into a pleasant 50-minute package.

Art Mooney with 18 sidemen, all doubling on instruments to glee club stuff, pours it on right away with his MGM record hits, opening with a medley of Baby Face, Five Feet Two, etc., for good returns. Later the band came back for Concha Capera, with all the trimmings of the late 1920's. It may have sounded crony for 1-day's standards, but it makes for pleasant listening, and the commercial value of Mooney's style is attested to by his record sale.

The top act spot went to James Burton, who did his standard act consisting of his *You Made Me Love You*, a short drunk bit, the dance hall lizard and Annabelle Lee, finishing to good hands.

Rose Murphy, now carrying her own bass player, is still the same carefree personality. Her piano is still a delight and her "eh-eh" in singing of standards is equally smooth. Her applause was good.

Stim Kavanau's standard juggling act, salted liberally with chatter, was well received. Occasionally he missed with the ball, but handled it so well the dally brought additional hands. His Indian club manipulations with comic overtones registered all the way.

Marley Russell, looking lovely in a pinkish gown, was the only fem in this otherwise male show. The 44, an attractive brunette, did only one number. Again, displaying good dancing and a feeling for a ballad. Her stance is a little awkward, which experience should solve. Her one number, however, showed potentials, and her walk-off was big.

Danny Zappati, a slight darkish lad, did a competent accordion solo but seemed to be suffering from nervousness. He kept watching Mooney so intently that his own sell-off suffered.

Kerwin Somerville's talk-song novelty of the band's "The Ballad of Let 'Er Go" was an amusing number well pulled spirited applause.

Bill Smith.

Orional, Chicago

(Thursday, April 1)

Capacity, 2,800. Five shows weekdays, six shows weekends. Price policy, 50 to 85 cents. House books, Charlie Hodge. Shows played by Earl Sledge's house band.

Producer Will Harris and leader Carl Sands have combined to work

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V.A.U.D.E.V.I.L.L.E. REVIEWS

RKO Alber, Cincinnati

(Friday, April 8)

Capacity, 2,200. Main Price, 50, 65 and 85 cents. House books, Duke Ellington. Shows played by Duke Ellington's house orchestra.

Gravel-piped Louis Prima does a decent job of steering his 13-man crew through a 50-minute show, incorporating plenty of musical fireworks throughout. Show breaks with Prima handling the tonsil work on a fiery and brassy *Tomato* to set the stage for a decidedly comic stanza. From here on band's dozens represent a parade of top talent dishing up a raft of zany antics and hot trumpets by Prima, with all seemingly getting a tremendous belt out of their work.

Standouts include band's canary, Keeley Smith, who socks across *Gallop Day* and a hilariously treated *Keep Big Smoke* in conjunction with Prima. Gal packs a good set of pipes and knows how to use them, handling the cancaners as capably as the humorist. Offerings. Proves a sound foil for Prima's horseplay and jakelegging eapings on *Embraceable You*.

Mike Colton capably barys My Darling and drummer Jimmy Vincent comes thru with a smart skin, beating up on *The Shiek of Araby*, getting thrilling effects sans the frenzied ke's. Colton's rhythmic techniques used by some of his contemporaries. A sextet in exaggerated phrasing of *It's a Cruel, Cruel World*, as Frank Nichols' ruralistic spin of *Corbin Smith* makes for additional lustre and laughs, as does Prima's *All of Me*, aided by capable band backgrounding.

Jane Wynn, attractive brunette and a striking sight turn, keeps things at their hot pace with ace heel-and-toe clicking. Gamers outstanding mits with amazing cyclonic-like twirls and twirls.

The Three Nonchalants are still sporting their top-drawer acro routines and all hit home. Their comedy material has picked up considerably and the lads are delivering it expertly. Their precisely timed falls, spins and general knockabout work adred up to long and loud applause. Still a thrill-packed blow-off is their three-high stand that builds from the floor, where lads are horizontally stacked one atop the other.

Pic, Cover Up. Bob Doecker.

out a swell presentation job that correlates closely with headliner Jane Russell. Still a thrill-packed blow-off is their three-high stand that builds from the floor, where lads are horizontally stacked one atop the other. Pic, Cover Up. Bob Doecker.

Johnny O'Brien was perfect for comedy rhores. His delivery and timing are on the Wall Rogers side and the comic came up with his usual stock of new material to wit two call backs.

Jane Russell has acquired plenty of plaudits for her last top round, but she is equally moving during her vocalizing. The shouldn't be, for her sense of mood and packs the same as a well fired. The arrangement of *Do It Again*, which should be terrific for her, was written too low for her. The girl's display with Sands was stand-out with Sands doing a swail job as the bushful boy.

Pic, *Take Me Out to the Ball Game*. Johnny Stipp.

Radio City Music Hall, New York

(Friday, April 8)

Capacity, 6,200. Price policy, 40 cents to \$4.00. Number of shows, four. House books, Lena Lamond. Show played by Alexander Smallen's Symphony Orchestra.

The lavish production, presented in two parts, entitled *Glory of Easter* and *Spring Tidings*, is sock easterment for the holiday trade.

The timely Easter presentation, set to Rubenstein's *Kamelot Ostrone*, features the Music Hall Symphony, the entire vocal ensemble and soloist Gloria Lane. Musically and visually, it's tops. Richly garbed candle-bearers line the ramps, and flower maidens march into patterns on stage within a cathedral-interior set, dominated by beautiful stained-glass windows. Reaction was of the oh-and-ah variety.

The spring pageant is lively, colorful and full of variety. In fact, only the over-long *Symphony of Birds* ballet fails to maintain the highest level of interest, this despite stunning lighting and an especially dynamic terpsing by the house regular, Paul Haskins.

Satiric Dancers

The featured acts are the satiric dance team of Harrison and Fisher, and the Salucci puppets. Both acts, tho modest in physical proportions, show up strongly in the midst of the (See Radio City, N. Y., on page 55)

Chicago, Chicago

(Friday, April 1)

Capacity, 4,200. Five shows weekdays, six shows weekends. Price policy, 50 to 85 cents. House books, Charlie Hodge. Shows played by Louis Ball's house band.

Current bill is predominantly vocal, and while Georgia Gibbs and Hoagy Caracachael have different styles, the two major acts make for an unbalanced program.

Billy Wells and the Four Fays were an excellent opener with their circus tumbling act getting the show off to a fast whirl. Act offers top-notch tumbling interspersed with good sight comedy.

Bob Williams has again achieved the good god act he had several years ago before losing Red Skelton in an accident. Using a Red Skelton-ish approach while working the dogs, he has come up with some terrific straight bits, such as the dog skipping rope. These pieces mixed with his standard hokum brought sound mulling.

Georgia Gibbs, in a sparkling gown, hit immediately with Big, Wide Won't (See Chicago, Chicago, on page 56)

Paramount, New York

(Wednesday, April 6)

Capacity, 3,654. Prices, 65 cents to \$1.50. Four shows daily, five Saturdays. House and chain books, Harry Levine. Show played by name band on bill.

Major part of the new show is geared for the bebop trade, with Charlie Barnet and his crew (18), including a bona beatnik and blowing it out with results that endanger eardrums. A full house, however, gave the band enthusiastic hands. The act came up giving out with Cherokee, its label, with Barnet on sax. Then came his famous Caravan, with the trumpet doing a tremendous solo, followed by another Barnet sax bit. The finale had the Rhapsody in Blue getting the Barnet treatment, winding up to big mits.

In the act department Jerry Colonna, working in the middle, did a creditable job. His opening, coming on as a "professor of bebop," got immediate results. Intro chatter was funny, involving the use of a prop on a double trombone that was discarded too soon. A little more talk on the latter bit would have gone better. Instead, Colonna switched to a regular side horn and then went into his old act, *Mendley*. An encore thing involving Italian dialect on Paul Revere got some good results.

Jack Carter Top Comic

The top comic spot was held by Jack Carter, who closed the bill. His style of throwing gas machine-gun fashion was made to order. Practically every gag, every take-off, including a sung which also included take-offs, pulled yocks. Carter is a vastly improved comic today. He has timing, punch and salesmanship. The crowd loved him.

Margaret Phelan, in her first Stern theater job, looked gorgeous in a black gown. She missed registering on the ear because her arrangements sounded awkward. With fiddles behind her, her songs, Big, Wide, Wonderful World and So in Love, might have got better results. As it was, they sounded like a hodgepodge. Her *Man Could Be a Wonderful Thing*, with just a minimum of music behind her, brought her in the lead and gave her a big exit.

Bunny Briggs Hoofs

Bunny Briggs, small, mercuric hoover, did an outstanding job as the lead-off act. An exciting entrance was followed by a hop in which she was gleefully applauded, while his dancing was of a high order. Briggs cut amusing little dance patterns with clear, decisive steps. As funny as they were skillful. A routine with only the rhythm section backing him was beautiful to watch. When he finished the applause almost stopped the show.

Pic, Bride of Vengeance

Bill Smith.

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Chez Paree, Chicago

(Thursday, April 30)

Primarily, 7:30. Shows at 8:30, 12 and 2 o'clock. Joe J. Johnson and Miss T. T. Boring police, news, satire. Producer: Eugene Dorey; publicity: Ben Cohen. Estimated budget this show, \$1,000. Estimated gross last show, \$4,000.

Class show has hired its budget to its normal big-name policy and it's paying off well in the theater. Joe E. Lewis. At show came, Lewis's terrific special material songs surprisingly played second fiddle to his singing. Does a complete switch on his normal routine resulting in a high-powered 40-minute stint. Lewis gagged the usual subjects, horses, his ill-fated marriage, etc., with his distinctive delivery filling every minute with yocks.

Supporting cast offers two new items that show great promise. Genevieve Dorn, glamorous blonde, opens with ballet acrobatics to long-haired music to win terrific response. The Barry Sisters, who cut Yiddish song disks for Columbia, are one of the sharpest looking teams around. Both striking, well-stacked brunettes, girls unfortunately wait until their third number to bring out the special material. They opening *Curtis Le Gato*, followed by a medley of love ballads, didn't pock the sock that the succeeding *A Man Could Be Such a Wonderful Thing*, complete with special lyrics, does. With their looks and animation, girls could go to the top with fortified material. Blair and Dean played strictly a fill-in act. Pair, which got good response at theaters locally with cute routines like their barefoot bit, did only standard numbers here. Presentation was lackadaisical and so was audience reaction.

Dorothy Dorben had her statuette line in lily of the valley motif gown for a Spring Concerto show. Closing production bit was held over from the last show. See Davidson's work does a topnotch backing job.

Johnny Sippl.

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NIGHT CLUB REVIEWS

Cafe Society, New York

(Tuesday, April 30)

Café Society, 100. Price policy, \$2.50-\$3.50. Shows at 8:30, 12 and 2 o'clock. Mary Louise, vocal and piano. Head Black. Estimated gross last show, \$4,000.

The first show under new ownership is apparently in the same pattern followed here by the previous act. It leans heavily on the more commercial jazz, headlining Dorothy Donegan for the main draw.

On the night caught basses was off, the acts kept punching to the few customers that were present. Opener was Mary Louise (ex-Calloway canary), who looked good but didn't have an act that could stand up. The gal, a typical band singer, improves as a cute party performer rather than a pro. Her voice has two ranges, contralto and soprano, and she didn't seem to know which to stress. Her best was *Loving That Man*. Other numbers got just tepid hands.

Ronnie Graham

Ronnie Graham (he-father is a Philly agent), a talk, witty haired pianist-melodist, comes to the piano, leaning heavily to special material. He showed two numbers, *Women and Psychological Love Song*, which hit the ball. The rest of his set suffered from amateurism. If his *Love Song* is a sample of his own material, the lad has potentials. Right now it needs more experience.

Dorothy Donegan, last caught at Loew's State, is still one of the best gal pianists around. Her left hand is outstanding and her gawky lackadaisical style helps her ability. To be properly appreciated, she has to have an audience to work to.

Dave Martin's four-piece combo teed off with something called *Sue's Society* for a fast set, then went on to back the show with skill.

One of the best sight attractions here is a young lad, John Gary, who isn't even an actor. His job is to move the piano. Bought in with such a flair and such earnestness that he rates ad lib giggles and hands which he always receives with shy amazement. Bill Smith.

CHICAGO, CHICAGO

(Continued from page 55)
derful World. But it was her rendition of *So in Love* that really rated. Her excerpt from *Manhattan Towers* was a good piece. She closed with her standard, *Ballin' the Jack*, to a neat band.

Hoagy Carmichael can be a terrific sight fare if he stays in the casual medium and doesn't try the polished luge or rock to the supply approach. He did both, with no being lost in each occasion. When Carmichael is at the piano, he is singing his own reward for he gets most attention, but his hit in between needs sprucing up. His walkouts are equally atrocious. Payson went wrong when he decided strongly to take the theme of *Howling at the Moon*. A. A. Dore.

Bill Smith.

RADIO CITY, N. Y.

Bill Smith.

Vanguard, New York

(Tuesday, April 30)

Vanguard, 100. Price policy, \$2.50-\$3.50. Shows at 8:30, 12 and 2 o'clock. Mary Louise, vocal and piano. Head Black. Estimated gross last show, \$4,000.

The show team is spending more than usual. It's paying off, however. On the spot ran out of ideas and used several clever boxes. The main draw is Josh White, on a percentage deal. Judging from the trade, he's doing the business.

White is working better than ever. He's apparently discarded his patterizing style and is there plucking away on his guitar and changing his familiar numbers with an ease that again makes him a pleasure to listen to. After five numbers the mob yelled for more.

Roger Price Goes Over

Roger Price, a tall, shambling spectacle, "lectures" with an immense delivery, is made to order for the room. An erudite, almost pedantic "anatomy lesson" started giggles while time again exploded into full-blown yocks. An "historical" dissertation on the history background of his family when he fought with Robert E. Lee was quite mad. Price uses drawing paper to illustrate his points, getting additional howls for his scrawls. We understand the lad has done a lot of TV shots which we haven't caught. But we can see how his act would be a refreshing change.

Marvy Lutes, girl singer formerly with Ray McKinley, may be at home on a bandstand, but she's hardly ready to do a single. Her gestures, walk-on and walk-off were clumsy, indicating the need for coaching. In the voice department, the canary can also use advice. Miss Lutes is a stylist, a combo of all the styles now popular. She has a good voice, a deep quality that numbs rather than compels listening. More attention to pacing and less to lip songs she could handle might help her. The Cerry Haynes Trio did a couple of excellent sets, played the show in okay fashion and did the dance chores. Bill Smith.

Empire Room, Palmer House, Chicago

(Thursday, April 30)

Empire Room, 100. Price policy, \$2.50-\$3.50. Shows at 8:30, 12 and 2 o'clock. Mary Louise, vocal and piano. Head Black. Estimated gross last show, \$4,000.

Merrell Abbatt has returned to the ne-naive revue play, which he dropped last fall with Dorothy Brown. After her opening number in *Stacy* demonstrated in his own way that he's a good actor, he's back to the ne-naive play.

Bill Smith.

Cro's, Hollywood

Bill Smith.

Royal Roost Drops Be-Bop; La Lutchers To Top New Show

NEW YORK, April 9.—The Royal Roost went into a straight literary mode, dropping its be-bop on April 11 when it opened with *North Lutchers* in the fall.

The royal plan was to keep the Roost as a modified pop act. But with Bob Lutchers (ex-Fal Harrell) as the new headliner, the management feared it was a real change of life.

The new show, in addition to Lutchers, will have Sam Lewis, who sang eight years ago for Guy Lombardo, and a new act, Sam Lewis, who sang eight years ago for Guy Lombardo, and a new act, Sam Lewis, who sang eight years ago for Guy Lombardo.

Bill Smith.

Ink Spots Top Record at Thunderbird, Las Vegas

Bill Smith.

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Out in the Open

Jimmy Wilburn, one of the Midwest's leading auto race drivers, again will participate in his car racing at Midwest Fair. He was seriously injured July 1 last year at Cokatoons, Ia., in a crash-up in which he sustained a skull fracture, several broken ribs and a fractured arm. He recently took a trial spin with a midjet race car and the run announced that he would return to competition. He will race under the promotional banner of Frank Winkley at Midwest fairs.

Bert W. Lowe, manager, new Central New York Fair Association, Oneonta, N. Y., reports a steady demand for exhibit space already in progress. . . . Fred Pittora, managing director of Westchester County Fair, New York, is flooding prospective exhibitors with colorful, eye-appealing brochures outlining the advantages of the new event.

Bill Vail next month starts his 12th season at Alycon Speedway, Pittman, N. J. Already skedded are stock, midjet and big car racing, motorcycle meets and two thrill shows. Track formerly housed the Gloucester County Fair which in recent years transferred to Paulsboro, N. J. . . . Arthur E. Campbell, head of the New York canvas making firm bearing his name, reports that finished products are piling up in his shop as the result of the four-week-old railway express strike. . . . Bill Lewis, Virginia's top wrestling promoter and former Athletic Show operator, has started his grunt and groin meets at Howitzer Armory, Richmond. . . . Victor J. Marandino has been appointed director of the Ocean City (N. J.) Municipal Orchestra for a series of summer concerts. The 18-piece ensemble is subsidized by the resort as a tourist lure.

Ray Marsh Brydon blew into New York for the Big One's preem and to set his Side Show units for Palisades Amusement Park, Cliffside, N. J., and other Eastern spots. . . . Harry Mirsky, NSM member, has been appointed manager of the Brighton Theater, legit house at Brighton Beach, Coney Island, N. Y. . . . Holiday magazine has readied an article on Joe McKee, Palisades (N. J.) Park exec for publication. . . . Egge (Victoria) Zacharin, of the cannon art family, and Len Hum-

phries, business manager of the Houd-Morton Circus, are reported as engaged, with plans to marry this summer.

Digger Pugh, 12-year-old boxing champion arriving in New York last week with his trainer, Art, the Walliams, which he promptly broke for an appearance on the Milton Berle video show. . . . Howard S. Playland, Rockaway Beach, N. Y., will book its 100 attractions with the Al Martin office of Boston this summer. Acts get two-week engagements at the spot and do not leave a day

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(Continued from page 63)
ments. This is his first season with the Beatty show.

38 Years for Eagles

Paul Eagles, general agent, has 38 years of show business to his credit. He started out in 1911 with Al G. Barnes as purchasing agent, after having been with Russell Bros., Cronin Bros., Arthur Bros., and is in his second year, with the CB organization.

Working as contracting agent, Arthur Hockwald has put in 48 years in the business. He got his start in San Francisco in 1901 with the Orpheum Circuit and four years later transferred to the old Chutes Park Theater in the Bay City. The first road job he held was in 1910 when he went out for Arnold & Hutchinson covering the Northwest as a talker. Severeing his connections with A&H, he signed with Ed Foley, later identified with the Foley & Burk Show, to operate a Glass Show in stores. There was a brief association with Bernard's Australian Circus and in 1915 he toured for 10 years with a Negro minstrel, National Students, with Thomas J. Culligan. After several years in the State-right picture business, Hockwald put out Richards & Pringle's Famous Georgia Minstrels, a two-car show playing theaters. In 1948, after several years with carnivals, the contracting agent joined Bailey Bros. Circus but left after 19 weeks to join Beatty.

Albanese 20-Year Mark

Jimmy Albanese is the youngest in point of service, having only a 20-year mark to his credit. Since 1924, he has been treasurer for Beatty. He came into the circus field in 1927 when he joined Hagenbeck-Wallace. Some years ago he returned from our show business to operate a number of night clubs in Columbus, O. His return to the canvas field was marked four years ago when Beatty had a truck show.

Passing 40 years of show business this year, Ora O. Parks is holding down the berth of general press representative. His experience in the field includes jobs with Klaw & Erlanger and a stretch as business manager of the Tower Theater in Chicago. From 1916 to 1924 he was with Sells-Floto and then came five years with the 101 Ranch Wild West Show. From Hagenbeck-Wallace he moved to Ringling Bros., and then to C. E. Brock, where he remained until he joined Beatty January 1.

Frank Lee, who was 60 years old last week, is serving as promotion manager and contracting press agent this year. In the 44 years that he has been showing, he has been a peddler with the Ringling Bros., general representative with Clyde Beatty's Circus Bros. and worked with General Hagenbeck-Wallace, then moved to Ringling Bros., and then to C. E. Brock, where he remained until he joined Beatty January 1.

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theaters in Chicago. Beatty called him back as general agent in 1933 but he remained only a year moving on to Lewa Blue's Circus where he stayed until 1940 as general agent. Primrose came into the Beatty group in 1948 after six years with C. E. Brock.

Robbins, Road Leader

Two years after leaving the John Robinson Circus in 1946, Robbins, a former lead, moved over to Sells-Floto for eight years. Later followed six years with C. E. Brock. During the war Robbins served in the merchant marine. Upon his discharge from the service he joined Beatty and is gaining in his third year. Robbins handles the mail and road bins (See Beatty Staffers on page 100)

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CAPACITY HOUSES, TURNAWAYS Rule; Extra Shows Added; Give 10 in 3-Day Week-End

Two-Day Engagement in Long Beach Is Contracted

LOS ANGELES, April 9.—Capacity houses, turnaways and extra performances have marked the appearance here of the Clyde Beatty Circus, Wednesday (30) with a near-capacity house, the show demonstrated a show of 10 shows were given Friday, Saturday and Sunday (1-3). Three shows were given Friday, and two matinees and two night performances were presented Saturday, while Sunday had two matinees and an evening show with over 1,000 turnaways.

Host to PCSA

Monday night (4) Beatty was host to the members of the Pacific Coast Showmen's Club. After the performance the show personnel was the guest of the PCSA at a dinner served in the new club building. While more than 200 PCSA-ers saw the show and accounted for part of the crowd, turnaways that night were well in excess of 500.

Matinee crowds were slow in getting into the tent and performances were delayed slightly in starting. Frank Lee, promotion manager, received co-operation from school authorities. First week out of winter quarters four out of five towns played the allowed school children to attend the matinees. A backyard show was staged yesterday for 300 kids for a school for the hard-of-hearing.

To Show in Long Beach

Shows moves out of here Sunday night (10) for one-day stands, then into Long Beach Saturday and Sunday (16-17) for a two-day stand. The deal to play this city was set at a late hour because of opposition of the city council against shows. Claim was made that shows left the lot filled with rubbish.

The week-end after the Long Beach stand the show goes into San Diego for three days, after which it will play that vicinity before returning to North Hollywood for its last date in this section.

Harriet Beatty has not appeared with the show during the engagement here. She underwent major surgery in Houston but is expected to rejoin the show in about two weeks.

Extra shows and turnaways have meant additional buses for the Side Show, Marvin Smith said. Personnel here includes: Smith, owner; Eddie Hogan, first talker, Leon Smith, ticket; Frank Stewart, tickets; Bob Servell, ticket taker; Bob Coleman, inside assistant lecturer; Madame Rose, mentalist; Rose Lee, snake girl; Frances O'Connor, armless girl; Wesley Upperman, half boy; Marvin Smith, anatomical wonder and lecturer; Leatha Smith, silent and acrobat; Verna Stewart, untrustworthy girl; Bodo, monkey man; Joyce Sims, line Morris, frog family, and Jacques C. Jones's Minstrel Jubilee Band, with E. Brown John Webb, Pat Shelton, Lillard Driver, Tiny Glass, Peter Jones and Leon Boyd.

Orlando Big for Roger

ORLANDO, Fla., April 9.—Roger Bros. Circus enjoyed big business in its two-day stand here Friday and Saturday (1-2). Houses were exceptional, the biggest and Central Florida had the biggest year. Rusty, Fla. played Thursday (31), yielded four houses.

Polack Western In Indianapolis, Sacramento Next

INDIANAPOLIS, April 9.—The Polack Bros. Circus (Western) will wind up the Middle Western phase of its 1949 season with the close of its 11-day stay here next Thursday (14). It then will make its annual 2,500-mile trek to California, to open Sacramento April 22. The show will remain in California until late August and move from there to the Pacific Northwest.

The Western Unit opened in the Shrine's own Murat Theater here last night. Two performances were advertised or open to the public. The matinee was jammed to capacity by U.P.C. tickets to relieve the pressure of the following regular matinee. The night show was sold out right to the Allison Division of General Motors. In addition to admission, each member of the party was given a "dunkle box" for concessions and each family was given a program.

To take care of the crowds, three shows a day were scheduled for the week-end, with an extra night show Friday (8) and extra matinees today and Sunday.

Rose Gould was still out of the program here from injuries received in a fall the day before opening at Dayton, O.

Final tally of the record-breaking nine-day run at Dayton revealed the take topped last year by 20 per cent.

Joe O'Donnell, again handling the Indianapolis date, it encouraged by the size of his promotion and advance sale to expect a new record here. Snake is getting strong support from town's three dailies and four radio stations.

Mr. and Mrs. A. E. (Buck) Waltrip have gone from Dayton to Stockton, Calif. stopping briefly en route at their home in Madisonville, Ky. Sam Ward, who handled Lansing, Mich., and Austin, Tex., for the Eastern Unit, will have charge of Fresno. Jimmy Rison is in Sacramento. Mickey Blue in Oakland and George Westerman in San Francisco. O'Donnell will jump from here to Modesto, Calif.

Measles Hit Seal Bros.

WINTERS, Tex. April 9.—A near epidemic of measles hit Seal Bros. Circus Tuesday (5), with paid attendance for both shows. Billinger, Tex., topped the previous day, netted a light matinee and a fair night turn-out, cold weather cutting patronage.

Commercialists

NEW YORK, April 9.—There is an extra liberal sprinkling of plugs, and even downright ads, for commercial products thruout this season's Big Show program. Principal selling job involved the use of a prop American Airlines plane. Just in case some of the spectators were dense, a sign outlining family rates was held aloft for all to see. A prop automatic washing machine was the spittoon image of the Bendis. The prop box of Duz—used in connection with it was the size of an elephant howdah. A Buick was used in the clown car number. Assorted clowns were loaded with prop Botany ties and other nationally advertised products. Still missing—at least at the opening performance—were oil cloth banners hanging from the balcony and plugging Eighth Avenue merchants.

Dales Packs Top In Season's Bow At Union, S. C.

UNION, S. C., April 9.—Ideal weather and two capacity houses Wednesday (7) as the show launched its season.

Charlie Smith, general superintendent, had it up and ready despite late arrival of no. 10 Side Show canvas. Liberty and menage horses and elephants, under the direction of Bert Pettis, cut impressive figure at the show.

The program follows: Grand entry led by Chief Fancher and Nelly Dutton; pony drills, Wolcott and Bedells; swinging, Misses Willys, V. Smith and Bedell, principal bareback riding, Ida Mae Kerley, clown number, produced by Red Harris; were act, Joe Hodge's Liberty horses, Bert Pettis; clowns; dog act, Wolcott; rolling globes, Willys; contortion, Ida Mae Kerley; comedy acrobats, Bedells; elephant act, Misses Vinning, V. Smith and Kerley; trapeuoline, Hodges; Tree clowning, Juggling, the Duttons; and riding school (athletes), Duttons.

The show, conceived, headed by Louis La Rue, included, as seen by Red and Marie Simpson, Chief White Cloud (Fancher), assisted by Jane Fancher, and the Duttons' acrobats and sharp-shooting routines.

Calliope To Replace R-B Kid Show Band

NEW YORK, April 9.—The Ringling Side Show will hit the road this year with two innovations, announced by George (Rex) White and Mike (Rex) White. For the first time the show will employ a calliope instead of a band, and will have new, speedily demonstrated musical instruments for all attractions. Mike White will handle the calliope.

The new instruments consist of a small steel sheet of steel mounted on a wooden frame, with a small drum attached to it. The drum is played by a stick, and the steel sheet is played by a mallet. The instruments are used to create a musical accompaniment for the show's attractions.

Billers Debuts Before Good Mobile Gates

Program Runs Smoothly

MOBILE, Ala., April 9.—Billers Bros. Circus made its debut here Friday (3) to good business. The show, which sent 3,500, was three quarters full for the entire afternoon. The show was crisscrossed at night, with some 200 persons standing.

The night show was a half late in starting due largely to the size of the turnout and a big party held in the lobby cage. The latter, celebrating the opening, lasted two hours.

The performance, with few exceptions, went smoothly. The Christians with a new act, Tere a Musical act and Ramona a Musical act of the traps went over big.

Dales Packs Top Record Gross Looms for R-B

NEW YORK, April 9.—With more than \$500,000 already bagged, including a record \$428,000 advance sale for the season's Big Show, the show is on its way to smashing the mark of nearly \$2,000,000 for its first season's business.

Both Gates and the show were surprised at the kind of demand preferred for during its advance, particularly in view of the dramatic trend reported by other shows, which are because the start of the season has been about a week late to look for the start of the season.

The show reflects the power of the Ringling Bros. Circus, the circus sub-industry department headed by Ringling Bros. and Little's to be heard in advance.

The top 50 seats are sold at a dollar a seat, with the 500 top seats, new have been added in three tiers on the arena floor and directly in front of the boxes on each side. The added seats, with the sale of each one bringing \$50, will make the possible net for the 33-day performance about \$182,000 (the advance sale is approximately 10 per cent of the gross) previous record sale.

The first school houses for last night and performance this week-end after a three-day average for the first four shows. The Bank of Manhattan bought the entire first night lot to party in 2,500 employees and their families. The rest, with no previous record, sold out for \$40,000.

Beatty Pair Rodeo Winners

LOS ANGELES, April 9.—The Clyde Beatty Circus pair, winners in the 1948 National Rodeo Finals, were the first to appear here Wednesday night. They were Frank Keston, promoter of the show, and Dan Keston, promoter of the show. The show was a success, with a large turnout and a high gross.

S. C. Charters Circus Organized by S. C. Charters, April 9.—The show was a success, with a large turnout and a high gross. The show was a success, with a large turnout and a high gross.

From Cage Boy to Circus Owner-- It's the Story of Clyde Beatty

(Continued from page 61)

ly began when he joined the Blum Bros. Great London and Van Amey Circus in Chillicothe, O., a few years before 1920. He learned the ropes from Louis Roré. In 1921 the show wintered in Montgomery, Ala., and Roré left to join the A. G. Barnes Circus. When the next season rolled around, Beatty's guide was the head trainer and Danny Odum the manager. There also was a man, whose name Beatty doesn't recall, working a polar bear act.

Takes Over Act

When the show, which was now known as Gollmar Bros.' Circus, was about half thru its season, the polar bear handler was suddenly called off the show. Naturally, Guilfoyle was to take over the act--no one thought of any other successor--that is, no one except Beatty.

Going directly to Odum, he begged for a chance to handle the act. Odum assured him he knew of no better way to die young. But Beatty won the brief argument and was given the act. He had cap, belt and no too large. When he put them on he was no example of sartorial splendor. In fact, when he entered the ring draped in the oversize uniform, the audience thought it was a comedy act and reacted accordingly.

Altho he liked the polar bears and the act was one of the features of the show, Beatty had a hankering to have a mixed group. When he opened his second year with Gollmar, featured were Beatty and his mixed group which included two lions, a duck and a spotted leopard, a timalayan, two Russians and two polar bears, two tigers, three pumas and three tigers.

Expands Animal Show

The following year, 1923, Gollmar Bros. changed the title to John Robinson Circus. To make the season one of the biggest, an act comprised of 14 polar bears was secured from the Hagenbeck-Wallace Circus. Beatty put these into his mixed group.

Shortly after this the man who had given Beatty his first chance as a trainer, Danny Odum left the Ringling Bros. show for Hagenbeck-Wallace. Clyde moved over to this banner, too, and here was associated with F. Taylor, to whom he gives much credit for his showmanly tactics today. Taylor was featured with a mixed group and Beatty went back to his initial type of act--polar bears.

Because he so admired Taylor, Beatty always stood near the arena when he was performing. Taylor had not been associated with F. Taylor's showman's fare. However, he was convinced he could complete the season.

Saves Instructor's Life

One day, just as Taylor stepped into the safety compartment and was about to enter the arena, he suffered a nervous breakdown and collapsed. Beatty immediately saw the situation, ran into the cage and pulled his teacher to safety just as a lion fought at the gate, the way in which Taylor had trained the act's opening.

Taylor never recovered sufficiently to assume his duties as a trainer and Beatty took over the mixed group he decided to putting the polar bears on their routines.

Up to that point, Beatty, who was to make 23 trips to the hospital in the next three years, as an animal owner, had not come face to face with the fury that jungle animals can unleash. He did know that animals were dangerous, but he never struck; the act is in knowing how to lead them.

Saved by Lion

The animals were being put thru new routines when suddenly a tiger moved on him, knocking him to the ground. The animal ripped into his clothing and was in the process of

taking a deeper bite and shaking him to death as is the tiger's way of killing its prey, when Odum Nero, a lion, attacked the tiger and drove it away from the unconscious Beatty.

With his great knowledge of wild animals, Beatty was certain that it was not Nero's love for him as much as it was his hatred for the striped beast that provoked the well-timed attack.

The mixed group had emerged as the big feature of the circus and the polar bears were carried along as fillers. However, the entire act was to come to an unfortunate end several years later. The show wintered in Peru. Ind. Polar bears thrive in cold climates and the Peruvian habitat as near like the Arctic as possible, the cages were placed on the fringe of the quarters, but in a matter of only a couple of years they all contracted pneumonia and died.

Wins Acclaim

By this time Beatty was well established on the Hagenbeck show and he had become a big attraction in Madison Square Garden. After the big show closed its New York run, he returned to Hagenbeck-Wallace for the remainder of the season. This schedule was followed for five years, until 1935. In that time he met many people prominent in show business.

Bostock saw Beatty's first opening in the Garden and hastily went backstage to compliment him upon his fine work.

Beatty appreciated the encouragement. The mixed group--lions and tigers, males and females--continued to play to applause over the nation.

Success, Romance

The time with Ringling Bros. while working on the Hagenbeck-Wallace show were both financially and romantically profitable for Beatty. The H-W show was playing its opening date in Kokomo, Ind., in 1930 when a group of girls came down from Chicago to appear in the spec. Among them was Harriet Evansky. Three years later they were married.

At the end of his fifth year with Hagenbeck-Wallace and the Ringling Bros. show, Beatty thought it was time for him to start building something of his own. He joined Cole Bros. and his name was added to the title. After three years of this association he and the late Joe Adams and Zed Taylor made an agreement thru which Beatty acquired some of the Cole equipment. He pulled out and played the entire season with the Ringling Bros. at Atlantic City. In 1940 and 1941 he took his circus on the Johnny J. Jones Exposition. Then followed a year of association with the Ringling Bros. Wallace Bros.-Clyde Beatty Circus. Clyde shifted to the West Coast to be featured with Russell Bros.' Circus but returned to the Ringling Bros. in 1945 took out equipment from the Wallace Bros. Circus. The following year he joined Art Concello with whom he had been associated on the Russell show and the Beatty name was featured. He started on his own in 1947.

Big Year Ahead

Opening his third season in Los Angeles in March with a pre-season date in Honolulu, Beatty shows signs of hanging up another big year. Recently 20 wagons used by the Sparks Circus were purchased in Renton, Wash. and were repainted in the CB colors. Also playing this season and being quite a new addition will be the film, Africa Screams, which Beatty made with Abbott and Costello. These should add up to box office.

Beatty, despite his business success is not one to say he can't make (See The Beatty Story on page 74)

DRESSING ROOM GOSSIP

Ringling-Barnum

The Big One opened its 1. '39 season with all the thrills and excitement and notices saying it's bigger and better than ever. After a very fast run from Sarasota to New York everyone was busy getting the show set for the opening. Murray Anderson called rehearsals Sunday night (3), with everything going along smoothly.

Full dress rehearsal was given Tuesday. Opening night was packed with famous celebrities and notables for the Damon Runyan Cancer benefit. Show was timed well for the first night with no accountable delays.

Also noted: All the clowns trying out their new gags and getting plenty of laughs. Prince Paul inspecting the new laundry machine, which met with his approval. Johnny Tripp showing Albert White how to throw the suits in the Matryz Dots gag. Lou Jacobs rehearsing his midgets for their big number. Coffee joint downstairs kept busy all the time.

Everyone starting to lose their Sarasota tan. Curtis Genders full of stories about his days at school here. Claire Faucett posing out the first editions of her new book, We Fell in Love with the Circus.

Side Show had their big events too, one of them when Barbara White received the floral horseshoe opening night. Wardrobe ladies always finding just the right places for the hundreds of costumes.

Opening over and everyone getting into the routine of two shows a day.

Visitors: Mrs. Emil Pallenberg. (See Ringling-Barnum on page 109)

Clyde Beatty

After a week of one-day stands in good business, we again are in Los Angeles at Washington and Hill streets, repeating the record attendance of last year. It is rumored that we are to be the last circus on this lot, as it has been sold for a building site.

Now moving at a fast pace, the show is receiving plenty of praise. Norman and Shirley Carroll have kept every one busy on radio and television and it seems that every time you look around you see someone coming or going to a broadcast. Several network broadcasts are in the making. Bobby Kay, Mark Anthony and Shorty Sylvester made the first television show of the season.

Huey Kyles' group of clowns have joined for the local dates. Monday night (3) the Pacific Coast Showmen's Association members attended. (See Clyde Beatty on page 109)

Dales

Recent arrivals were the Hodges (Hodgins), Betty Tom and Joe, from Peru; Ind.; Lash La Rue, Hollywood; Red and Marie Simpson, Orlando, Fla., and the Bedell Troupe, Jeffersonville, Ind.

Rehearsals in the new big top started April 5, and the program was quickly whipped into shape, with W. (See DALES on page 109)

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STADIUM CIRCUS, LIVERPOOL (5 WKS. SEASON), FOR 3 YEARS
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J. SPARKS MILLION \$ DEAL

Free Attractions Accented at Bay Shore, Maryland

SPARROWS POINT, Md. April 9.—A large beach stage, will be featured at Bay Shore Park here, Reese Jones, public relations director.

Altho park will not open officially until May 29, pre-inaugural operations have been set for May 15 and May 22 to catch Sunday motorists. Ample facilities are provided for parking, the capacity now being 100, double that of last year.

Plan Innovations

Park has sketched many picnics, including some for large Baltimore industrial organizations as well as schools, churches and civic orgs. A package deal, embracing rides, bathing, dancing and picnic facilities was planned.

Several innovations are planned by W. S. Swan, park director. Included are the installation of a speed skating weekly concert by a large vocal choir and a marathon swim in Chesapeake Bay.

The ride area, supervised by Henry Grayner, is being redeveloped. Charles Strappell, games manager, has started painting the concession buildings. New this year will be an electric dart game.

Build Restaurant

A modern restaurant featuring ice diners, is being built by William F. Schenck, who has the exclusive food and drinks. Set-up is to include umbrellas tables set on the front, plus colorful table and chairs in the dining room, and a kitchen and serving area.

Special arrangements are being made to provide additional service between the funspot and Sparrows Point. Car traffic from Baltimore is via a dual highway west from the heart of that city.

Add New Funhouse To A. C. Steel Pier

ATLANTIC CITY, April 9.—A new funhouse titled "Cattle" is being added to Steel Pier. Unit will be completed in time for the Easter weekend picnic beginning Saturday.

The holiday picnic program will feature a variety of plus vaude acts and the Miss Marie Martin Room Albee Martin's band will play for dance on Saturday (16). Jimmy James' band will play Sunday (17). Screenings of all-length motion pictures are also scheduled. The pier will be open from noon thru midnight each day.

A. C. Luxury Taxes Skid to Record Low

ATLANTIC CITY, April 9.—Luxury tax collections, the best index of business at the resort, totaled only \$69,681 for the month of February, the lowest figure for any month since the tax was instituted in June, 1947. It was revealed this week that the Pennsylvania bureau administrator.

The collections for the same month last year were \$68,641 while for the same month of 1947 they totaled \$65,516. The February collections totaled \$49,311 from the tax on hotel rooms, amusements and liquor, and \$10,550 was obtained from the tax on cigarettes.

Formal Debut For Lagoon's 500-Gal Pool Set

Utah Spot Opens May 7

FARMINGTON, Utah, April 9.—Robert E. Freed, secretary and assistant manager of Lagoon Park here, announced that the funspot will open May 7, highlighted by formal opening of the new \$150,000 swimming pool.

Lagoon officials also had a new bathhouse constructed. The pool, Freed said, is the latest in design and has the new diatomite filter, designed by N. Perkins.

Two new rides have been added to the midway. These are a Funni-Cycles, purchased from Walter Nilson, and a Kiddie Jet ride, purchased from Biech-Rocco.

Lagoon will operate week-ends until May 28 when daily operation begins.

Freed said Lagoon this year will go in for larger promotions and use of name bands.

Lagoon officials, in addition to Freed, are Ranch S. Kimball, president; general manager; Dean K. Swanner, assistant manager; Milton Hiles, maintenance superintendent, and Peter Freed, assistant manager.

Hanover Funspot Modernizes Scooter; Shaves Ride Prices

HANOVER, Pa., April 9.—Forest Park here will open Sunday (10), with the Covered Wagon Boys as the free attraction.

A fleet of 30 Scooter cars purchased from Palisades Park, Palisades, N. Y., will be pressed into use. Scooter ride has been remodelled and an island has been installed in it to permit easy driving. A Wurliizer Calico, said to be the only one of its kind in this section, has been installed in the Merry-Go-Round building.

The skating rink is to continue operations on Wednesday, Saturday and Sunday nights, Sunday afternoons and picnic afternoons. Park's ride prices will be lower than last year.

More than 30,000 school tickets, good for free rides, reduced rates, conedates and prizes, are to be mailed out within the next few weeks.

Lakeside, Roanoke, Va., Buys Octopus, Caterpillar

ROANOKE, Va., April 9.—Lakeside Swimming Club has purchased an octopus from Every Aircraft Corporation, and a Caterpillar from Alton Herschell. Improvements and purchases this year will cost around \$20,000. H. L. Roberts, manager, said. The park bows May 1.

Suttle Adds to Picnic Area

CHARLOTTE, N. C. April 9.—Ralph A. Suttle, owner of Suttle Park here, announces the purchase of 38½ acres of wooded land for a new picnic area, making a total of 55 acres for the park. The spot began week-end operation Friday (1) and starts daily operation Friday (15). A Kiddie Boat ride has been added.

Million \$ Pier Inks Daily Radio Show

ATLANTIC CITY, April 9.—An audience participation show will be aired daily over WILD 1000 Million Dollar Pier beginning June 11 and continuing thru September 9.

Show is the first major attraction to be inked by the new management and was secured thru the Jolly Joyce Agency, Philadelphia. Jimmy Costello, who has been conducting similar shows over WGN, Chicago, for the past three years, will be the emcee.

The show will be staged from 10:30 until noon each day with a special half-hour broadcast from 11 to 11:30. Participants will be given prizes.

Cincy's Coney Sets Free Acts

CINCINNATI, April 9.—Coney Island Park here is planning a series of free attractions for the early weeks of its 1949 operation, it was announced this week by President-General Manager Edward L. Schott. Fireworks displays have been set for each Saturday and Sunday night during the pre-season week-end sessions, which get under way April 30 and continue thru May 15.

During the two week beginning May 21, when the park formally opens and goes into daily operation, except on Mondays, Coney will present a free aerial show twice daily. Booked for the initial two weeks are the Four Carrolls, trapeze act.

Another free attraction inked for a later date is the Peaches & Cream Revue, trapeze ballet, which highlighted Coney's Sky Revue and Fireworks Festival several years ago. Schott reported that plans call for other free acts to be presented periodically during the park's summer run.

Riverside, Agawan Resurfacing Roads

AGAWAM, Mass., April 9.—A new and improved parking area, plus a new macadam roadway leading from the main highway to the head of the midway, are included in the extensive remodeling program now under way at Riverside Park.

Bullfrogs have been clearing additional areas in the main parking zone adjacent to the highway, and the present parking areas have been reached a solution by installing, park owner, estimates that parking space for patrons will be increased by about one-third.

Current reports that the new hard surface road is something of an experiment. Frost heaves in winter have raised havoc with the roadway leading thru the park, and he has been reluctant to install new roads. However, engineers have made several tests and now believe they have reached a solution by installing a proper base for the macadam. If the experiment works out well and stands up under weather and usage, Carroll expects to resurface other roads.

New Lights in El Paso Spot

EL PASO, Tex., April 9.—Washington Park has installed 23 extra street lights in the 2½ blocks to and from the rides, at a cost of \$2,000. Hugo Meyer, superintendent, announced. Spot bows May 30. Plans are to operate on Sundays in the fall from September 15 to November 15.

Seaside Casino To N. Y. Group

Plans call for coaster, other new rides—Dave Simon heads new company

NEW YORK, April 9.—Seaside Heights Casino, one of two major funspots at Seaside Heights, N. J., was reported sold this week to a New York combine for more than \$1,000,000.

Title was transferred to the Atlantic Land Corporation. The operating company is the Venice Amusement Corporation. Officers of both companies are David Simon, John Christopher and John J. Fitzgerald Jr. Simon and his partners operate about 18 arcades throughout the East.

Simon said here yesterday (8) that the deal was consummated too late to allow for extensive renovations in time for this season. However, he said that negotiations are already under way with the Philadelphia Toboggan Company for the construction of a 4,000-foot Roller Coaster in 1950 and that 1,500 to 2,000 cabins will be added.

Permanent equipment includes four major rides, three kiddie rides, a Funhouse, 14 concessions, 6 refreshment stands, 2 restaurants, a large pool, arcade, shooting gallery and picnic facilities.

One of the most valuable features is approximately 1,000 feet of park-landed beachway with five concession units bordering each side. The change in ownership will not affect concessionaires holding leases. A total of 200 city lots is involved. Simon said that plans call for adding many new rides as soon as practicable.

Natatorium Buys New Rock-o-Plane

SPOKANE, April 9.—Natatorium Park here has added a Rock-o-Plane, purchased from Flyer Aircraft Corporation, Salem, Ore., to its line-up, Louis Vogel, co-owner, reports. Vogel said the new ride, installation of a shooting gallery and Custer Speedway ride for kids and general repainting will cost around \$25,000.

Starting this month, the park is open week-ends. Daily schedule will start in mid-May.

Natatorium will use name dance bands thruout the season. Fireworks are scheduled for July 4 and promotion will be heavy on picnics.

Co-owner with Louis Vogel is Lloyd Vogel.

Kenosha Spot Gets 3 Rides

KENOSHA, Wis., April 9.—Playtime Park has installed an Auto ride, a Caterpillar and a miniature train, Frank Van Duzer, owner, announced. Week-end operation starts May 1, and daily operation May 20. About \$5,000 is being spent on landscaping and other improvements.

Pleasure Pier Sets Debut

GALVESTON, Tex., April 9.—City-owned Pleasure Pier, which bows May 1, announced, opening-day festivities will include the appearance of the mayor and a name band. A number of midway attractions have been added. J. H. Hall is manager of the spot, with Natalie Moskowitz publicity director, and Blackie Cluders, ride superintendent.

Southern Colorado Annals Organize; Harrison Prexy

WICKO O. Cuno, April 9.—The Southern Colorado Fair & Rodeo Association was organized here Monday, Aug. 8, at a meeting of representatives of the video and fair associations. M. H. Harrison, Rocky Ford, was chosen president; Harry J. Capos, Pueblo, vice-president, and W. H. (Red) Kittle, manager of the Arapahoe Valley Fair, Rocky Ford, secretary.

Ten directors were chosen and they have scheduled several board meetings for the year. An annual meeting will be held in January.

Kid! Inks Du Quoin For All Seed Events

DU QUOIN, Ill., April 9.—J. E. (Red) Kidd, Springfield, Ill., this week placed to start all of the motor seed events at the 49 Du Quoin Fair, here.

He will present a 100-mile A. A. A.-sanctioned 100-mile national championship race September 3, championship A. A. A.-sanctioned motorcycle race September 4 and a 100-mile A. A. A.-sanctioned midget auto race September 5.

New ESE Administration Building Plans Readied

WEST SPRINGFIELD, Mass., April 9.—Plans and specifications are being prepared for a proposed two-story structure of cement blocks and brick, to serve as administrative headquarters of the Eastern States Exposition. A final decision on construction will be made after bids have been received and costs determined.

Reports of officials plan to erect the new headquarters close to the main gate, thus consolidating all activities and offices as they are now maintained at a distance.

Kentucky Charters Org

STURGIS, Ky., April 9.—A charter for the County Fair, Inc., a non-profit corporation, here was issued by the Secretary of State.

Robert Thornberry, M. V. Nunn and David N. Nunn were listed as incorporators.

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Fair Dates

The following corrections and additions to the list of Fair Dates were received during the week ended April 8.

The complete List of Fair Dates was published in the issue dated April 11. The next complete list will be published in issue in the dated May 24. See back cover of THE BILLBOARD for corrections and additions.

COLORADO
Castle Rock—Dodge City & Rodeo, Sept. 10-11. Charles E. Kier.
Chattanooga—Chatt. Fair, Sept. 8-10. C. E. Highwer.
Greely—Wild Cat Junior Fair, Aug. 9-11. Charles E. Kier.
Yuma—Yuma Co. Fair, Aug. 11-13. L. J. McMillan. Wiley.

CONNECTICUT
Cheshire—Cheshire Fair, Aug. 27-28. William C. MacCallister.
Wallingford—Wallingford Orange Fair, Sept. 17. Fritz E. Hough.

IDAHO
Malden City—Oreoka Co. Fair, Sept. 8-10. K. V. Hanson.

ILLINOIS
Charlottesville—Cuba Co. Fair, Aug. 1-6. Robert R. Winkler.
Lithopolis—Lithopolis Co. Fair, Aug. 4-7. Robert R. Winkler.
Litchfield—South Centre Co. Fair, Aug. 9-11. Charles E. Kier.
Nashville—Nashville-Washington Co. Fair, Aug. 23-24. James K. Williamson.
Pleasant Hill—Pleasant Hill Co. Fair, Aug. 8-11. J. L. Laughlin.

INDIANA
Bloomington—Monroe Co. Fair, Aug. 10-13. J. L. Baker.
Bryant—Bryant Co. Fair, Aug. 24-26. Lendall Lowman, Earl Park, Ind.
Huntington—Huntington Co. 4-H Fair, Middle of August. Fred J. Miller.
Klemm—Klemm Fair, Aug. 8-13. J. L. Laughlin.

KANSAS
Big Springs—Dodge Co. Fair, Aug. 31-Sept. 3. Carl Kaupchick, Lexington, Kas.
Minneapolis—Minneapolis-Oakawa Co. Fair, Aug. 25-28. J. L. Laughlin.
Oskaloosa—Oskaloosa Co. Fair, Aug. 17-19. Overbrook—Overbrook-Osage Co. Fair, Aug. 14-20. Kier E. Lager.
Richmond—Richmond Free Fair, Aug. 22-24. John H. Rockers.

KENTUCKY
Burlington—Burlington Co. Fair, Aug. 12-13. M. V. Nunn.
Central City—Central City Co. Fair, Aug. 27-30. Larry Pope.
Greenville—Greenville Co. Fair, Aug. 10-12. M. V. Nunn.
Hartsville—Hartsville Co. Fair, Sept. 17-19. M. V. Nunn.
Harrodsburg—Harrodsburg Co. Fair, Sept. 8-10. J. H. Harrodsburg.

KY.
La Grange—La Grange Co. Fair, Aug. 23-25. R. E. Kier.
Owensboro—Owensboro Co. Fair & Park Expo. Sept. 8-14. M. V. Nunn.
Warren—Warren Co. Fair, Aug. 18-20. Robert J. Jones.

LOUISIANA
Alexandria—Alexandria Co. Fair, Oct. 5-9. J. H. Baker.
Aurora—Aurora Parish Fair, Oct. 6-9. J. H. Baker.
Baton Rouge—Baton Rouge Parish Fair, Oct. 6-11. J. H. Baker.
Bossier—Bossier Parish Fair, Oct. 10-13. J. H. Baker.
Bossier—Bossier Parish Fair, Oct. 10-13. J. H. Baker.
Bossier—Bossier Parish Fair, Oct. 10-13. J. H. Baker.

MAINE
Farmington—Farmington Co. Fair, Sept. 28-Oct. 1. Charles Winkler.
Burlington—Burlington Co. Fair, Sept. 14-18. A. P. Higgins.
Greenville—Greenville Co. Fair, Aug. 31-Sept. 3. Carl Kaupchick, Lexington, Kas.
Minneapolis—Minneapolis-Oakawa Co. Fair, Aug. 25-28. J. L. Laughlin.
Oskaloosa—Oskaloosa Co. Fair, Aug. 17-19. Overbrook—Overbrook-Osage Co. Fair, Aug. 14-20. Kier E. Lager.
Richmond—Richmond Free Fair, Aug. 22-24. John H. Rockers.

MASSACHUSETTS
Barnstable—Barnstable Co. Fair, Sept. 14-18. A. P. Higgins.
Burlington—Burlington Co. Fair, Sept. 14-18. A. P. Higgins.
Greenville—Greenville Co. Fair, Aug. 31-Sept. 3. Carl Kaupchick, Lexington, Kas.
Minneapolis—Minneapolis-Oakawa Co. Fair, Aug. 25-28. J. L. Laughlin.
Oskaloosa—Oskaloosa Co. Fair, Aug. 17-19. Overbrook—Overbrook-Osage Co. Fair, Aug. 14-20. Kier E. Lager.
Richmond—Richmond Free Fair, Aug. 22-24. John H. Rockers.

MISSOURI
Aurora—Aurora Co. Fair, Sept. 28-Oct. 1. Charles Winkler.
Burlington—Burlington Co. Fair, Sept. 14-18. A. P. Higgins.
Greenville—Greenville Co. Fair, Aug. 31-Sept. 3. Carl Kaupchick, Lexington, Kas.
Minneapolis—Minneapolis-Oakawa Co. Fair, Aug. 25-28. J. L. Laughlin.
Oskaloosa—Oskaloosa Co. Fair, Aug. 17-19. Overbrook—Overbrook-Osage Co. Fair, Aug. 14-20. Kier E. Lager.
Richmond—Richmond Free Fair, Aug. 22-24. John H. Rockers.

MISSOURI
Memphis—Seattle Co. Fair, July 27-28. L. H. Harrodsburg.
Perryville—Perry Co. Fair, Sept. 8-10. L. H. Harrodsburg.
St. Charles—St. Charles Co. Fair, Sept. 2-3. Fair A. Buehler.

NEBRASKA
Pawnee—Pawnee Co. Fair, Aug. 13-18. E. M. Pierce.
Pierce—Pierce Co. Agr. Soc., Aug. 26-30. Herman Brier.
Stallion—Stallion Agr. Assn., Sept. 12-14. Donald S. Smith.
Worship—Worship Co. Agr. Soc., Aug. 24-26. T. L. Hobbs.

NEW JERSEY
Pleasanton—Pleasanton Agr. Fair, Aug. 30. Sept. 8. B. B. Prentiss.

NEW YORK
Babylon—Babylon Co. Fair, Aug. 20-Sept. 3. Wendell Twigg.
Dundee—Dundee Agr. Assn., Sept. 20-23. L. H. Harrodsburg.
Lewiston—Lewiston Co. Agr. Soc., Aug. 15-20. C. E. Kier.
Syracuse—Syracuse Co. Fair, Aug. 15-20. C. E. Kier.

NORTH DAKOTA
Washburn—Washburn Co. Fair, July 1-6. B. B. Prentiss.
Barnum—Barnum Co. Fair, Aug. 15-20. C. E. Kier.
Bismarck—Bismarck Co. Fair, Aug. 15-20. C. E. Kier.

PENNSYLVANIA
Allentown—Allentown Co. Fair, Aug. 16-18. M. V. Nunn.
Ardmore—Ardmore Co. Fair, Aug. 16-18. M. V. Nunn.
Crescent—Crescent Co. Fair, Aug. 16-18. M. V. Nunn.
Greenville—Greenville Co. Fair, Aug. 16-18. M. V. Nunn.
Harrisburg—Harrisburg Co. Fair, Aug. 16-18. M. V. Nunn.
Lebanon—Lebanon Co. Fair, Aug. 16-18. M. V. Nunn.
Lancaster—Lancaster Co. Fair, Aug. 16-18. M. V. Nunn.
Pottsville—Pottsville Co. Fair, Aug. 16-18. M. V. Nunn.

TENNESSEE
Alamo—Alamo Co. Fair, Oct. 1st week. P. B. Prentiss.
Barnesville—Barnesville Co. Fair, Oct. 1st week. P. B. Prentiss.
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UTAH
Heber—Wasatch Co. Fair, Aug. 12-13. Mrs. A. C. Moulton.
Murray—Murray Co. Fair, Aug. 24-27. Mrs. A. C. Moulton.
Salt Lake City—Salt Lake City Co. Fair, Sept. 8-10. Mrs. A. C. Moulton.

VIRGINIA
Clarendon—Clarendon Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
Dumfries—Dumfries Co. Fair, Aug. 14-17. Charles W. Compton, Wood, Va.
Galax—Galax Agr. Fair, Aug. 15-20. J. I. Palmer.
Near Lynchburg—Lynchburg Co. Agr. League, Sept. 8-10. J. I. Palmer.
Southwest—Southwest Co. Fair, Sept. 8-10. J. I. Palmer.

WEST VIRGINIA
Gallatin—Gallatin Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
Martinsburg—Martinsburg Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
Morgantown—Morgantown Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
Parkersburg—Parkersburg Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
Wheeling—Wheeling Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.

WISCONSIN
Bloomington—Bloomington Co. Fair, Sept. 8-10. Alfred A. Skeen Jr.
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WYOMING
Laramie—Laramie Co. Fair, Aug. 20-22. Dr. Walter E. Reckling.

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Wet Weather Dogs Strates n Capita

Gets In Good Week-End Biz

WASHINGTON, April 9.—Altho dogged by rainy weather during most of its run here, the James E. Strates Shows got a cheery break on its two major matinee days Saturday and Sunday (2-3), when the skies cleared and the carnal drew heavy crowds for afternoon and night shows. The weatherman forecast clear weather for Sunday (10), when the Strates was expected to get the heaviest turnout of its 10-day run at the grounds at Benning Road and Oklahoma Avenue N. E.

Over 12,000 paid admissions were racked up on each of the matinee days last week-end following the rain-drenched opening. Showers fell almost nightly this week, with a lengthy rainfall occurring last night in time to dampen midway spirits and gate receipts.

Army Day Hurts

Wednesday's matinee (6) brought an exceedingly poor turnout, not only because of inclement weather but also because of some heavy competition from the capital's annual Army Day parade downtown.

Incidentally, outdoor showfolk were relieved to learn that newly appointed Secretary of National Defense Louis Johnson announced that this year's Army Day celebration would be the last. The day will hereafter be known as National Armed Forces Day and for the present, at least, Pentagon officials are running out presidential-review parades on this day in the future.

Talk to Radio

As the the rainy weather was not enough to cut down attendance at the Strates showing this year, there was a one-day pressman's strike in the city of the capital's four daily newspapers, cutting off Washington newspapers for the first time in 18 years and leaving Strates without newspaper publicity for Wednesday (4). Stu De Belle, the show's press agent, altho he coped with the latter emergency by doubling his radio advertising last day.

Scattered showers are forecast tonight, but the worst of the Strates weather worries are over, as far as Washington weather for the current week is concerned. The carnival stands a chance to cash in on a good weather break as well as lack of competition from any official capital events for the two wind-up days. For the first time in weeks this week-end will find the capital without a single official celebration scheduled.

Manning Org Inks Ononta Annual

NEW YORK, April 9.—Bert Love, manager of the new Ononta (N. Y.) Fair, awarded the midway rights to the Rose Maestri Shows Thursday (7).

Manning reports that refurbishing the fair's winter quarters at the new New Jersey State Fairgrounds, Trenton, is progressing rapidly, despite some unfavorable weather in recent weeks.

Lynch Set for Halifax Date

HALIFAX, N. S., April 9.—Halifax's 1948 carnival is planned to open at the Bill Lyons Shows to show on the city-owned Common Ground, June 21-July 30. The midway will cost at \$50 per day. The stand will be made during the city's bi-centenary celebration. Lynch will feature a tour of marine places in late May.

Macon Weather Licks Lawrence Greater, Pelts Royal Crown

MACON, Ga., April 9.—Bad weather licked Lawrence Greater Shows at a one-week engagement ending Saturday (3). Central City Park here. Rain and electrical storms killed three nights and unsettled weather the other three resulted in poor business.

Mrs. Shirley Levy, who with her husband, Sam Levy, operates the shows, arranged for a special kids' matinee Saturday with bargain tickets, radio broadcasts, newspaper tie-ins and other stunts. Hundreds of children were arriving on the lot at 2 p.m. Saturday when a heavy down-pour hit.

As rain set in for the day the year-

MACON, Ga., April 9.—Ende Young's Royal Crown Shows, which battled a week of rain in Albany, Ga. last week but came away with a profit, found the same weather here early this week.

Org has 15 rides and 15 shows, and in a last-minute switch was able to obtain use of the infield of the one-mile track at Central City Park, ordinarily reserved for use only during the Georgia State Fair.

Lawrence Greater Shows, which preceded Royal Crown, were located in the parking area in the front part of the fairgrounds, but the Royal Crown location required the closing

Macon Deluged With Shows

MACON, Ga., April 9.—A parade of carnivals moves steadily into this mid-Georgia city. Three shows have played here since the season's opening three weeks ago and a fourth has been booked for a six-week run on neighborhood lots.

C. M. Willis of Willis & Myers Shows, formerly the Kentucky State Show, closed with 40 and 80 for six different locations, starting the week of April 11 at First and Armos streets, locally known as the Catholic Playgrounds. The Willis & Myers org has 4 rides, 3 shows and 20 concessions and will make a 125-mile move in here from Edison, in South Georgia.

Willis formerly played some local spots as a cookhouse owner with the Jim McCall Shows. The Willis & Myers outfit was formed four weeks ago and it had a big winner at Sylvester, Ga., two weeks ago. Steady rain marred last week's M-Quatre date.

down order was given at 4 p.m. Saturday and by midnight everything was loaded for the 100-mile jump to Columbus, Ga.

Ernie Brown, concession superintendent, received word that his wife and daughter will come on from the family home in Dakota next week. Herb Shive, general agent, was back on the shows for several days. Shive, along from an abdominal condition, is on the road to recovery. He reports that shows will go into new Midwest territory this season and has a suite of rooms in Iowa.

Ernie Coe, far away years with the Johnny J. Jones Exposition, has the lungy here and reported that the opening week in Savannah far exceeded expectations for his concession.

O. Valley's Shop Struck by Fire; Several G Loss

FINDLAY, O., April 9.—Fire here believed to have originated in an overloaded stove destroyed the paint and repair shop, shop, equipment and some minor show equipment of the Ohio Valley Shows in a 2 p.m. winter quarters fire here Wednesday (2). The loss, estimated by Owner Burke Harris at several thousand dollars, was not covered by insurance. Officials said all show equipment losses will be replaced in time for the April 30 opening.

The fire was first observed lighting up the building's walls by Harris and some of his personnel, who were working outside the structure. In several attempts to get inside, saw equipment and the personnel suffered minor burns, including Harris and General Agent B. H. Hall.

Other equipment loss was a recently completed light tower and a fire engine. The fire was started by a spark from a paint can which fell on a stove. It had been used on a truck outside the building and was discarded.

Firemen said the quarters crew prevented flames from spreading to the main building where trucks and

if a new street leading directly to the baseball park.

Comments from baseball fans attending big league exhibition game concerning traffic congestion caused city officials to request use of the street. Manager Shive said his shows could not use the other allotted space in the parking area because of space requirements and Mayor Lewis E. Wilson said Ben T. Watkins and Alderman A. Mack Davidson city park as a plan, went to the front for the exercise. Late Sunday afternoon the lot inside the racetrack was obtained and shows moved on, overplanned track.

Chief Watkins and Davis are co-owners for the Royal Crown, a concession which was secured by Macon (14) opening, plenty cash was loaned good by Macon standard lot out all-day rain Tuesday cut receipts. This is Royal Crown's first appearance here but Manager Young and wife, Dolly, were kept busy ministering to their daling back to young age when they played the spot with their a

Several Orgs Debut At St. Louis Spots

ST. LOUIS, April 9.—1948 will be the first year for the Midwest with the usual open spots have a successful season's opening which rain (rain) in early spring, a number of carnivals orgs are opening their tenting in the area in the several weeks. Some formerly closed since 1940 season, while others came in for the first time.

Sam F. Miller led the way with his units on the Spring and Central (10) and (11) and (12) and (13) and (14) and (15) and (16) and (17) and (18) and (19) and (20) and (21) and (22) and (23) and (24) and (25) and (26) and (27) and (28) and (29) and (30) and (31) and (32) and (33) and (34) and (35) and (36) and (37) and (38) and (39) and (40) and (41) and (42) and (43) and (44) and (45) and (46) and (47) and (48) and (49) and (50) and (51) and (52) and (53) and (54) and (55) and (56) and (57) and (58) and (59) and (60) and (61) and (62) and (63) and (64) and (65) and (66) and (67) and (68) and (69) and (70) and (71) and (72) and (73) and (74) and (75) and (76) and (77) and (78) and (79) and (80) and (81) and (82) and (83) and (84) and (85) and (86) and (87) and (88) and (89) and (90) and (91) and (92) and (93) and (94) and (95) and (96) and (97) and (98) and (99) and (100) and (101) and (102) and (103) and (104) and (105) and (106) and (107) and (108) and (109) and (110) and (111) and (112) and 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JOHN McKEE SHOWS

WANT
MAN AND WIFE TO TAKE CHARGE OF
COOK HOUSE.

FOREMAN FOR PARKER MERRY-GO-ROUND.

Address:
JOHN McKEE, Mgr.
Dexter, Mo., this week

PETE ROSS WANTS

Agents, Pin Store, Alley Razzle, one Wheel
Man, One Wheel on show. Anyone that
worked for me before, wire care Western
Union, Lebanon, Pa.
Opening April 16.

MIKE BOSCO WANTS

C. Agents, Bingo Help, Eddie Forney
Inlet King, contact at once. Curley Reid,
Bored you. What time?
MIKE BOSCO
A. M. P. SHOWS, Ware Shoals, S. C. April
11-16, followed by 5th, S. C.

WANTED WANTED

AGENTS for 6 CATS
Sherry Dorbich, get in touch with
HIRAM BEALL or JIMMIE DAVIS
Dumont Show, Richmond, Virginia

Bingo Manager Wanted

or position. Join on wire. Must give
reference. Can work Jacksonville.

H. B. ROSEN SHOWS

Fort Payne, Ala., this week

JONES GREATER SHOWS

OPENING APRIL 18, IRONTON, OHIO

SHOWS—Want Fun or Glass House. Mechanical City.

CONCESSIONS—Want Custard, Photos, Striker, Cork Gallery and Jewelry.

HELP—Want Wheel Foreman and Second Man on all Riders; Semi Drivers pre-
ferred. Alex Wythabaw, Route Burgess, Edward Bayes, wire Ernest Evans.

Want Lot Many Tom Nieswander, wire. Need Second Man. Address:

PETE JONES

BOX 231, HUNTINGTON, W. VA.

COOKHOUSE HELP WANTED

Wagon Steam Table and short Order Man, Griddle Man to work in 12-12 Grab. Prefer
men who can drive no new truck and pull house trailer. Can use couple, wife work in California
kitchen. Can live in truck. All Day Out. Obey and Workers for Grade.

GEORGE REINHARDT

JOHNNY I. JONES SHOWS, BOX 1180, DE LAND, FLORIDA.
Open in Washington April 27. Leave here April 22.

JIMMIE CHANOS SHOWS

OPEN APRIL 15, MUNCIE, IND.

Wagon, Pin Store, Concessions, Fish Pond, Duck Pond, Ball Games, High Striker, Pilech-TU-U
or any other legitimate Concession. Ferris Wheel Foreman, Caterpillar man, Ride Help
if all kinds prefer those who drive well. Also Mechanics must have own tools and reference.
Must all show with own transportation. All replies to:

JIMMIE CHANOS

GREENVILLE, O. UNTIL TUESDAY, THEN MUNCIE, IND.

TIVOLI EXPOSITION SHOWS WANT

For Parade, Arkennes, week April 11th, and West Frankfort, Ill., to follow.

Pin Store, Jewelry, Pinch, Pinch, Coals-Cole, Blower, High Striker, String Game, Fish Pond,
Pinch, Dart, Noodle and any other Concessions that will attract the public. Can give drive and
shakes that is no unwilling to give. Must do not conflict. Wire or come on. Can show
Dumont's Concessions to job at once.

Contact H. V. PETERSEN, Mar.

MOTORDOME FOR SALE OR LEASE

For \$49,000, completely equipped and ready to operate. Dismountable, orange and blue
vinyl-covered top. Vase built with or without marbles. 100 ft. x 100 ft. site 100 ft. x 100 ft.
and 100 ft. x 100 ft. Also C.D.E. International Tractor with slower and 33 ft. tall
gas trailer. Most unique on road, very low maintenance and 9000 cu. ft. gas
fuel tank. If you know me, know my equipment is the best and always carefully
kept in top condition.

L. HARVEY CANN

#1 MECCA DRIVE, SARASOTA, FLORIDA

Phone: Sarasota 60-963

some Lodge. Several days later he
and daughter, Alice, placed into
Chicago to attend funeral services
for his father, Robert H. Robinson,
who died in Columbus Hospital, in
the Windy City. Line-up of
Local Conklin's Side Show on Hu-
sted's Central Amusement Company
includes Billy Leroy, iron tongue,
sword loader and sword swallower;
Charlie Marvello, human pin cushion,
torture board and block head; Fay
Henderson, blade box; Kate Barlow
fireeater and smoke pictures; Max
Farmer, front man; Torrice Kala
Kala, mental act and hypnotism,
Lola Conklin, annex; Frances Bain-
ari, bearded lady. Expected to join
soon are Esther, alligator girl, and
Tommy Melton Sr., and Jr.

The smart show operator is one who
knows that there is a way to make money
if one handles enough sides.

Jinx Lane, Girl Show operator, is
in Chicago Osteopathic Hospital re-
covering from a fractured skull and
a shoulder injury. Her attraction is
booked with Great Sutton Shows
this season. T. Over Lutz S. Con-
cessions, owned by Capt. Tex Scri-
ener, assisted by Col. Hugh G. Col-
fee, have joined the Gold Crown
Shows in North Carolina. . . G. O. C.
Case, formerly with the Blue &
White Shows, recently joined the
Whalen & Riley Shows in Hugo,
Okla., with his slum spindle. He's
also the mainman and The Billboard
sales agent there. . . Following a
successful winter tour with Barney
Tassie Shows, Gertrude Barr is en-
route to Detroit to join the World
of Pleasure Shows with her palm-
istry booth. . . Buck Maughman
cards from Canton, O., that he is
adding a new candy floss machine
and sugared waffles to his conces-
sion trailer for this year's tour.

GETLIN and WILSON SHOWS

Opening Petersburg, Va., Saturday, April 30

Locating grounds on the 26th

Earl Chambers wants men to handle Monkey Show
and Speedway. Can place Train Help of all kinds.
Want first-class Blacksmith. Can place experienced
carnival ride and show workmen in all departments.
Can place all legitimate merchandise concessions.

All report at winter quarters April 20th.

FAIRGROUNDS

P. O. Box 787

Petersburg, Va.

DODSON'S IMPERIAL SHOWS

35 — RAILROAD CARS — 35

OPENING STOCK SHOW, BIRMINGHAM, ALABAMA, MAY 2

Legitimate Concessions of all kinds, come on, we will place you. Working Men
who are sober and reliable, we will place you: salary sure and best of treatment
at all times. Train Help, Polers, Chalkers, etc. Can use two good Tower Men.

Musicians on all instruments for our All-American Concert Band.

Captain Ritz would like to hear from Riders and Hatless Talkers, also Clowns
who can work in with my Acts. People I contacted at Tampa during the Fair,
write. Address: CAPT. RITZ, care Show. All others address:

M. G. DODSON

DODSON'S IMPERIAL SHOWS

COLUMBUS, GA.

COLEMAN BROS.' SHOWS

1949 Season Opens April 28th, Middletown, Conn. 15 Days—May 8th, 6th, 7th and 8th.

WANT—Shows, Funhouse Mechanicals, Midet Show, Fat Show, Crime Show, Help wanted
for Riders. If you drive semi, we prefer you. Our reason is long and sure. Walter McCracken
wants for Side Show—Tucker Sifters, O's for Ball, Franks and Vending Act—Good Feature
Attraction. Nothing too big if you can produce.

RICHARD J. COLEMAN

P. O. BOX 586

MIDDLETOWN, CONN.

ART WHITE SHOWS

OPENING APRIL 15, BUTLER, PA.

Want Ride Foreman and general Ride Help in all departments. Semi drivers given preference.
Bert Frost, contact. Riders—Have plenty, all office wanted. Thanks. Shows—Will book two
more small Grand Shows with own outfit and transportation. Winter quarters now open.
Concessions—Can place a few more straight sales and Handy Pans. Agents—All Handy
Park Agents and Percentage Agent must be in touch. All others contact:

ART WHITE

317 BROWN AVENUE

BUTLER, PENNSYLVANIA

M. A. GRADER SHOWS

WANT

Due to disappointment, need Glni Show Operator. Have Show, 20 ft. Top complete for a Side
Show Operator to be worth while Attractions. Need Grand Area in Tilt and Merry-Go-Round.
Open: Few Stock Concessions. Paul Nelson, agent.

GRADER SHOWS, Liberal, Kan., April 12-23.

NEW SHOW

NEW NAME

GUST KARRAS'S GREATER SHOWS

WANT

CONCESSIONS: 4 Ball Games, Glass Pitching, or Lead Gallery, Dart, Bingo, Basket Ball,
Fish Pond, or any other legitimate Concessions. No Gift, No Oppose.
HAVE 7 FAIR BOOKS — Contact at once.

GUST KARRAS

156 So. 8th St., St. Joseph, Mo. Phone: 21437.

SHOW OPENS IN MAY.

M. C. M. SHOWS

Opening April 25th, Fifth Annual Celebration of the Veterans of Foreign Wars, Dept. of
Rhode Island, Hopkins Park, Providence, R. I.

Can use Legitimate Concessions, 1 Ride which will not conflict. Get set with:

JOSEPH L. COSTIGAN

224 HOME AVE.

Telephone: Elmhart 7631

PROVIDENCE 8, R. I.

The oldest Show operating out of Providence

JENNY and OCTOPUS FOREMEN- SALARY and BONUS. MUST DRIVE TRAILER. Two experienced Men for putting up and taking down Concessions and to work in P.C. Agent for Bell Game. Will book a few more legitimate Concessions. Can place Free Ad for season. Price must be in keeping with the times. All answers to
60 PARKSIDE ST., SPRINGFIELD, MASS.

APRIL 18-24

ALTOONA, PA.

C. J. BENNETT, 9619 Decatur, Detroit 27, Mich.

S.T.	S.T.	Ten.
S.T.	S.T.	Ten.

BARGAINS

Must Be Sold Immediately!
Our Last Year's Goods
Buy Now From Ad. No Catalog!

OLD GOLD
GIVE-AWAYS

SLUM
(Give-Aways)

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items

1000 LBS.
(To a Customer)

\$500
50 Lb. Sample
Shipment—\$50.00
B. LOWE
HOLLAND BLDG. ST. LOUIS, MO.

SPECIAL OFFER
ELGIN POCKET WATCH

7-JEWEL Fully Recommended and Guaranteed Small Size
\$6.00

EACH
Minimum Order
2 Waltham,
15 Elgin,
\$7.00 Each.
• New Gold
• New Silver
• New Case of
• New Gold
• New Silver

8000
GO-GETTER FOR
FAST SALES
\$5.75, 10% Order
Balance C. O. D.
M. FRIEDMAN 15 Franklin St.
New York 2, N. Y.



FIREWORKS NOVELTIES!

• Housewares • Cuffery
• Kitchenware • Toys
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• Sale for Catalog
Order Now • Lowest Prices

ACME SALES CO.
P. O. Box No. 1141 Atlanta, Ga.

MOTHER'S DAY
CARNATIONS

Make up Mothers' Day Carnations on Green
and white paper with Pinkie. An outstanding
feature for flower store and florist. Good
money in carnations. Good for white
and pink carnations. Good for white
and pink carnations.

\$5.00 \$45.00
Per 100 Per 1000

Cash in full with order. No net postage

KANT NOVELTY CO.
273 Third Ave. Pittsburgh 22, Pa.

SPECIAL - - - GUARANTEED
ALARM from
CLOCKS \$1.35
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No job in the world. Guaranteed. No
WA have

WORLD TRADING
111 W. 11th St. New York

PERSONALS

ANYONE KNOWING WHERE TO FIND
a Good Home? Please write to
Dorothy Hester, Box 10, New York
City, N. Y.

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PHOTO SUPPLIES
DEVELOPING-PRINTING

COMPLETE LINE OF DIRECT PRINTING
MATERIALS. Also, for the
development of all types of
film. 70 So. St. Chicago 10, N. Y.

DIRECT POSITIVE PHOTOGRAPHY
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PRINTING

ATTRACTIVE 100 PAGE LETTERHEADS
with 100 page letterhead. Also, for
the development of all types of
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Complete line of Direct Positive
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NU-D-ART
MFG. CO.

CLEOPATRA LIVES AGAIN!!!
Mystifying
Cleopatra lives again! No other
show to put her in her place. Individually
boxed with complete costumes.

\$36.00 Gross **\$3.25** DOL.

Make order in box with attractive counter display
box. Includes 25 extra for postage on additional
order only.

Jobbers: Write to Deposit Balance C. O. D.
PRITT NOVELTY CO.
P. O. Box 1114, N. Y.

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ADVERTISING BOOK MATERIALS
Complete line of Direct Positive
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7x735, 7x736, 7x737, 7x738, 7x739, 7x740, 7x741, 7x742, 7x743, 7x744, 7x745, 7x746, 7x747, 7x748, 7x749, 7x750, 7x751, 7x752, 7x753, 7x754, 7x755, 7x756, 7x757, 7x758, 7x759, 7x760, 7x761, 7x762, 7x763, 7x764, 7x765, 7x766, 7x767, 7x768, 7x769, 7x770, 7x771, 7x772, 7x773, 7x774, 7x775, 7x776, 7x777, 7x778, 7x779, 7x780, 7x781, 7x782, 7x783, 7x784, 7x785, 7x786, 7x787, 7x788, 7x789, 7x790, 7x791, 7x792, 7x793, 7x794, 7x795, 7x796, 7x797, 7x798, 7x799, 7x800, 7x801, 7x802, 7x803, 7x804, 7x805, 7x806, 7x807, 7x808, 7x809, 7x810, 7x811, 7x812, 7x813, 7x814, 7x815, 7x816, 7x817, 7x818, 7x819, 7x820, 7x821, 7x822, 7x823, 7x824, 7x825, 7x826, 7x827, 7x828, 7x829, 7x830, 7x831, 7x832, 7x833, 7x834, 7x835, 7x836, 7x837, 7x838, 7x839, 7x840, 7x841, 7x842, 7x843, 7x844, 7x845, 7x846, 7x847, 7x848, 7x849, 7x850, 7x851, 7x852, 7x853, 7x854, 7x855, 7x856, 7x857, 7x858, 7x859, 7x860, 7x861, 7x862, 7x863, 7x864, 7x865, 7x866, 7x867, 7x868, 7x869, 7x870, 7x871, 7x872, 7x873, 7x874, 7x875, 7x876, 7x877, 7x878, 7x879, 7x880, 7x881, 7x882, 7x883, 7x884, 7x885, 7x886, 7x887, 7x888, 7x889, 7x890, 7x891, 7x892, 7x893, 7x894, 7x895, 7x896, 7x897, 7x898, 7x899, 7x900, 7x901, 7x902, 7x903, 7x904, 7x905, 7x906, 7x907, 7x908, 7x909, 7x910, 7x911, 7x912, 7x913, 7x914, 7x915, 7x916, 7x917, 7x918, 7x919, 7x920, 7x921, 7x922, 7x923, 7x924, 7x925, 7x926, 7x927, 7x928, 7x929, 7x930, 7x931, 7x932, 7x933, 7x934, 7x935, 7x936, 7x937, 7x938, 7x939, 7x940, 7x941, 7x942, 7x943, 7x944, 7x945, 7x946, 7x947, 7x948, 7x949, 7x950, 7x951, 7x952, 7x953, 7x954, 7x955, 7x956, 7x957, 7x958, 7x959, 7x960, 7x961, 7x962, 7x963, 7x964, 7x965, 7x966, 7x967, 7x968, 7x969, 7x970, 7x971, 7x972, 7x973, 7x974, 7x975, 7x976, 7x977, 7x978, 7x979, 7x980, 7x981, 7x982, 7x983, 7x984, 7x985, 7x986, 7x987, 7x988, 7x989, 7x990, 7x991, 7x992, 7x993, 7x994, 7x995, 7x996, 7x997, 7x998, 7x999, 7x1000, 7x1001, 7x1002, 7x1003, 7x1004, 7x1005, 7x1006, 7x1007, 7x1008, 7x1009, 7x1010, 7x1011, 7x1012, 7x1013, 7x1014, 7x1015, 7x1016, 7x1017, 7x1018, 7x1019, 7x1020, 7x1021, 7x1022, 7x1023, 7x1024, 7x1025, 7x1026, 7x1027, 7x1028, 7x1029, 7x1030, 7x1031, 7x1032, 7x1033, 7x1034, 7x1035, 7x1036, 7x1037, 7x1038, 7x1039, 7x1040, 7x1041, 7x1042, 7x1043, 7x1044, 7x1045, 7x1046, 7x1047, 7x1048, 7x1049, 7x1050, 7x1051, 7x1052, 7x1053, 7x1054, 7x1055, 7x1056, 7x1057, 7x1058, 7x1059, 7x1060, 7x1061, 7x1062, 7x1063, 7x1064, 7x1065, 7x1066, 7x1067, 7x1068, 7x1069, 7x1070, 7x1071, 7x1072, 7x1073, 7x1074, 7x1075, 7x1076, 7x1077, 7x1078, 7x1079, 7x1080, 7x1081, 7x1082, 7x1083, 7x1084, 7x1085, 7x1086, 7x1087, 7x1088, 7x1089, 7x1090, 7x1091, 7x1092, 7x1093, 7x1094, 7x1095, 7x1096, 7x1097, 7x1098, 7x1099, 7x1100, 7x1101, 7x1102, 7x1103, 7x1104, 7x1105, 7x1106, 7x1107, 7x1108, 7x1109, 7x1110, 7x1111, 7x1112, 7x1113, 7x1114, 7x1115, 7x1116, 7x1117, 7x1118, 7x1119, 7x1120, 7x1121, 7x1122, 7x1123, 7x1124, 7x1125, 7x1126, 7x1127, 7x1128, 7x1129, 7x1130, 7x1131, 7x1132, 7x1133, 7x1134, 7x1135, 7x1136, 7x1137, 7x1138, 7x1139, 7x1140, 7x1141, 7x1142, 7x1143, 7x1144, 7x1145, 7x1146, 7x1147, 7x1148, 7x1149, 7x1150, 7x1151, 7x1152, 7x1153, 7x1154, 7x1155, 7x1156, 7x1157, 7x1158, 7x1159, 7x1160, 7x1161, 7x1162, 7x1163, 7x1164, 7x1165, 7x1166, 7x1167, 7x1168, 7x1169, 7x1170, 7x1171, 7x1172, 7x1173, 7x1174, 7x1175, 7x1176, 7x1177, 7x1178, 7x1179, 7x1180, 7x1181, 7x1182, 7x1183, 7x1184, 7x1185, 7x1186, 7x1187, 7x1188, 7x1189, 7x1190, 7x1191, 7x1192, 7x1193, 7x1194, 7x1195, 7x1196, 7x1197, 7x1198, 7x1199, 7x1200, 7x1201, 7x1202, 7x1203, 7x1204, 7x1205, 7x1206, 7x1207, 7x1208, 7x1209, 7x1210, 7x1211, 7x1212, 7x1213, 7x1214, 7x1215, 7x1216, 7x1217, 7x1218, 7x1219, 7x1220, 7x1221, 7x1222, 7x1223, 7x1224, 7x1225, 7x1226, 7x1227, 7x1228, 7x1229, 7x1230, 7x1231, 7x1232, 7x1233, 7x1234, 7x1235, 7x1236, 7x1237, 7x1238, 7x1239, 7x1240, 7x1241, 7x1242, 7x1243, 7x1244, 7x1245, 7x1246, 7x1247, 7x1248, 7x1249, 7x1250, 7x1251, 7x1252, 7x1253, 7x1254, 7x1255, 7x1256, 7x1257, 7x1258, 7x1259, 7x1260, 7x1261, 7x1262, 7x1263, 7x1264, 7x1265, 7x1266, 7x1267, 7x1268, 7x1269, 7x1270, 7x1271, 7x1272, 7x1273, 7x1274, 7x1275, 7x1276, 7x1277, 7x1278, 7x1279, 7x1280, 7x1281, 7x1282, 7x1283, 7x1284, 7x1285, 7x1286, 7x1287, 7x1288, 7x1289, 7x1290, 7x1291, 7x1292, 7x1293, 7x1294, 7x1295, 7x1296, 7x1297, 7x1298, 7x1299, 7x1300, 7x1301, 7x1302, 7x1303, 7x1304, 7x1305, 7x1306, 7x1307, 7x1308, 7x1309, 7x1310, 7x1311, 7x1312, 7x1313, 7x1314, 7x1315, 7x1316, 7x1317, 7x1318, 7x1319, 7x1320, 7x1321, 7x1322, 7x1323, 7x1324, 7x1325, 7x1326, 7x1327, 7x1328, 7x1329, 7x1330, 7x1331, 7x1332, 7x1333, 7x1334, 7x1335, 7x1336, 7x1337, 7x1338, 7x1339, 7x1340, 7x1341, 7x1342, 7x1343, 7x1344, 7x1345, 7x1346, 7x1347, 7x1348, 7x1349, 7x1350, 7x1351, 7x1352, 7x1353, 7x1354, 7x1355, 7x1356, 7x1357, 7x1358, 7x1359, 7x1360, 7x1361, 7x1362, 7x1363, 7x1364, 7x1365, 7x1366, 7x1367, 7x1368, 7x1369, 7x1370, 7x1371, 7x1372, 7x1373, 7x1374, 7x1375, 7x1376, 7x1377, 7x1378, 7x1379, 7x1380, 7x1381, 7x1382, 7x1383, 7x1384, 7x1385, 7x1386, 7x1387, 7x1388, 7x1389, 7x1390, 7x1391, 7x1392, 7x1393, 7x1394, 7x1395, 7x1396, 7x1397, 7x1398, 7x1399, 7x1400, 7x1401, 7x1402, 7x1403, 7x1404, 7x1405, 7x1406, 7x1407, 7x1408, 7x1409, 7x1410, 7x1411, 7x1412, 7x1413, 7x1414, 7x1415, 7x1416, 7x1417, 7x1418, 7x1419, 7x1420, 7x1421, 7x1422, 7x1423, 7x1424, 7x1425, 7x1426, 7x1427, 7x1428, 7x1429, 7x1430, 7x1431, 7x1432, 7x1433, 7x1434, 7x1435, 7x1436, 7x1437, 7x1438, 7x1439, 7x1440, 7x1441, 7x1442, 7x1443, 7x1444, 7x1445, 7x1446, 7x1447, 7x1448, 7x1449, 7x1450, 7x1451, 7x1452, 7x1453, 7x1454, 7x1455, 7x1456, 7x1457, 7x1458, 7x1459, 7x1460, 7x1461, 7x1462, 7x1463, 7x1464, 7x1465, 7x1466, 7x1467, 7x1468, 7x1469, 7x1470, 7x1471, 7x1472, 7x1473, 7x1474, 7x1475, 7x1476, 7x1477, 7x1478, 7x1479, 7x1480, 7x1481, 7x1482, 7x1483, 7x1484, 7x1485, 7x1486, 7x1487, 7x1488, 7x1489, 7x1490, 7x1491, 7x1492, 7x1493, 7x1494, 7x1495, 7x1496, 7x1497, 7x1498, 7x1499, 7x1500, 7x1501, 7x1502, 7x1503, 7x1504, 7x1505, 7x1506, 7x1507, 7x1508, 7x1509, 7x1510, 7x1511, 7x1512, 7x1513, 7x1514, 7x1515, 7x1516, 7x1517, 7x1518, 7x1519, 7x1520, 7x1521, 7x1522, 7x1523, 7x1524, 7x1525, 7x1526, 7x1527, 7x1528, 7x1529, 7x1530, 7x1531, 7x1532, 7x1533, 7x1534, 7x1535, 7x1536, 7x1537, 7x1538, 7x1539, 7x1540, 7x1541, 7x1542, 7x1543, 7x1544, 7x1545, 7x1546, 7x1547, 7x1548, 7x1549, 7x1550, 7x1551, 7x1552, 7x1553, 7x1554, 7x1555, 7x1556, 7x1557, 7x1558, 7x1559, 7x1560, 7x1561, 7x1562, 7x1563, 7x1564, 7x1565, 7x1566, 7x1567, 7x1568, 7x1569, 7x1570, 7x1571, 7x1572, 7x1573, 7x1574, 7x1575, 7x1576, 7x1577, 7x1578, 7x1579, 7x1580, 7x1581, 7x1582, 7x

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only ad agencies and salesmen accepted for circulation in this column.

RATE—12¢ a Word Minimum \$2

Registration fee must accompany ad for publication in this column.

No charge accounts

Forms Close Thursday for the Following Week's Issue

BERGINS-CIGARETTES, AND CANDY
Machines available to you! Mer Poffel 5110
East Ave. Chicago 24-9423A. W. ATLAS CASH NUT VENDING
Machines. 223 45 East, Bremer Vending
Co., Box 312, Burlington, Ia.ANNINGS WANTED, IN GOOD CONDIT-
ion, used, or, serial number, condition
and price. Box 1250, Billboard, Chicago
10-1018REDUCED OR ADVANCE BALL
Vending (used or new), \$5 each. See
and low price. 500, Automobile, Tex.FREE HAND OPERATED, EXHIBIT
Candy, Merganser, Buckeyes, Mer-
cure, Kibitz, Rogers, Springfield, 24, 25,
Chicago, Illinois, National, 4343 Sansom,
Chicago 10-1018PANAMA PROBLEMS—IN VERY GOOD
condition, used, or, serial number, condition
and price. Box 1250, Billboard, Chicago
10-1018BARGAINS
IN SALESBOARDS

WHILE THEY LAST

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 231 Jackson Cherry	A	\$81.98	\$1.00
100 232 Jackson Cherry	A	\$1.98	\$1.29
100 233 Jackson Cherry	A	\$1.98	\$1.29
100 234 Jackson Cherry	A	\$1.98	\$1.29
100 235 Jackson Cherry	A	\$1.98	\$1.29
100 236 Jackson Cherry	A	\$1.98	\$1.29
100 237 Jackson Cherry	A	\$1.98	\$1.29
100 238 Jackson Cherry	A	\$1.98	\$1.29
100 239 Jackson Cherry	A	\$1.98	\$1.29
100 240 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 241 Jackson Cherry	A	\$1.98	\$1.29
100 242 Jackson Cherry	A	\$1.98	\$1.29
100 243 Jackson Cherry	A	\$1.98	\$1.29
100 244 Jackson Cherry	A	\$1.98	\$1.29
100 245 Jackson Cherry	A	\$1.98	\$1.29
100 246 Jackson Cherry	A	\$1.98	\$1.29
100 247 Jackson Cherry	A	\$1.98	\$1.29
100 248 Jackson Cherry	A	\$1.98	\$1.29
100 249 Jackson Cherry	A	\$1.98	\$1.29
100 250 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 251 Jackson Cherry	A	\$1.98	\$1.29
100 252 Jackson Cherry	A	\$1.98	\$1.29
100 253 Jackson Cherry	A	\$1.98	\$1.29
100 254 Jackson Cherry	A	\$1.98	\$1.29
100 255 Jackson Cherry	A	\$1.98	\$1.29
100 256 Jackson Cherry	A	\$1.98	\$1.29
100 257 Jackson Cherry	A	\$1.98	\$1.29
100 258 Jackson Cherry	A	\$1.98	\$1.29
100 259 Jackson Cherry	A	\$1.98	\$1.29
100 260 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 261 Jackson Cherry	A	\$1.98	\$1.29
100 262 Jackson Cherry	A	\$1.98	\$1.29
100 263 Jackson Cherry	A	\$1.98	\$1.29
100 264 Jackson Cherry	A	\$1.98	\$1.29
100 265 Jackson Cherry	A	\$1.98	\$1.29
100 266 Jackson Cherry	A	\$1.98	\$1.29
100 267 Jackson Cherry	A	\$1.98	\$1.29
100 268 Jackson Cherry	A	\$1.98	\$1.29
100 269 Jackson Cherry	A	\$1.98	\$1.29
100 270 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 271 Jackson Cherry	A	\$1.98	\$1.29
100 272 Jackson Cherry	A	\$1.98	\$1.29
100 273 Jackson Cherry	A	\$1.98	\$1.29
100 274 Jackson Cherry	A	\$1.98	\$1.29
100 275 Jackson Cherry	A	\$1.98	\$1.29
100 276 Jackson Cherry	A	\$1.98	\$1.29
100 277 Jackson Cherry	A	\$1.98	\$1.29
100 278 Jackson Cherry	A	\$1.98	\$1.29
100 279 Jackson Cherry	A	\$1.98	\$1.29
100 280 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 281 Jackson Cherry	A	\$1.98	\$1.29
100 282 Jackson Cherry	A	\$1.98	\$1.29
100 283 Jackson Cherry	A	\$1.98	\$1.29
100 284 Jackson Cherry	A	\$1.98	\$1.29
100 285 Jackson Cherry	A	\$1.98	\$1.29
100 286 Jackson Cherry	A	\$1.98	\$1.29
100 287 Jackson Cherry	A	\$1.98	\$1.29
100 288 Jackson Cherry	A	\$1.98	\$1.29
100 289 Jackson Cherry	A	\$1.98	\$1.29
100 290 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 291 Jackson Cherry	A	\$1.98	\$1.29
100 292 Jackson Cherry	A	\$1.98	\$1.29
100 293 Jackson Cherry	A	\$1.98	\$1.29
100 294 Jackson Cherry	A	\$1.98	\$1.29
100 295 Jackson Cherry	A	\$1.98	\$1.29
100 296 Jackson Cherry	A	\$1.98	\$1.29
100 297 Jackson Cherry	A	\$1.98	\$1.29
100 298 Jackson Cherry	A	\$1.98	\$1.29
100 299 Jackson Cherry	A	\$1.98	\$1.29
100 300 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 301 Jackson Cherry	A	\$1.98	\$1.29
100 302 Jackson Cherry	A	\$1.98	\$1.29
100 303 Jackson Cherry	A	\$1.98	\$1.29
100 304 Jackson Cherry	A	\$1.98	\$1.29
100 305 Jackson Cherry	A	\$1.98	\$1.29
100 306 Jackson Cherry	A	\$1.98	\$1.29
100 307 Jackson Cherry	A	\$1.98	\$1.29
100 308 Jackson Cherry	A	\$1.98	\$1.29
100 309 Jackson Cherry	A	\$1.98	\$1.29
100 310 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 311 Jackson Cherry	A	\$1.98	\$1.29
100 312 Jackson Cherry	A	\$1.98	\$1.29
100 313 Jackson Cherry	A	\$1.98	\$1.29
100 314 Jackson Cherry	A	\$1.98	\$1.29
100 315 Jackson Cherry	A	\$1.98	\$1.29
100 316 Jackson Cherry	A	\$1.98	\$1.29
100 317 Jackson Cherry	A	\$1.98	\$1.29
100 318 Jackson Cherry	A	\$1.98	\$1.29
100 319 Jackson Cherry	A	\$1.98	\$1.29
100 320 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 321 Jackson Cherry	A	\$1.98	\$1.29
100 322 Jackson Cherry	A	\$1.98	\$1.29
100 323 Jackson Cherry	A	\$1.98	\$1.29
100 324 Jackson Cherry	A	\$1.98	\$1.29
100 325 Jackson Cherry	A	\$1.98	\$1.29
100 326 Jackson Cherry	A	\$1.98	\$1.29
100 327 Jackson Cherry	A	\$1.98	\$1.29
100 328 Jackson Cherry	A	\$1.98	\$1.29
100 329 Jackson Cherry	A	\$1.98	\$1.29
100 330 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 331 Jackson Cherry	A	\$1.98	\$1.29
100 332 Jackson Cherry	A	\$1.98	\$1.29
100 333 Jackson Cherry	A	\$1.98	\$1.29
100 334 Jackson Cherry	A	\$1.98	\$1.29
100 335 Jackson Cherry	A	\$1.98	\$1.29
100 336 Jackson Cherry	A	\$1.98	\$1.29
100 337 Jackson Cherry	A	\$1.98	\$1.29
100 338 Jackson Cherry	A	\$1.98	\$1.29
100 339 Jackson Cherry	A	\$1.98	\$1.29
100 340 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 341 Jackson Cherry	A	\$1.98	\$1.29
100 342 Jackson Cherry	A	\$1.98	\$1.29
100 343 Jackson Cherry	A	\$1.98	\$1.29
100 344 Jackson Cherry	A	\$1.98	\$1.29
100 345 Jackson Cherry	A	\$1.98	\$1.29
100 346 Jackson Cherry	A	\$1.98	\$1.29
100 347 Jackson Cherry	A	\$1.98	\$1.29
100 348 Jackson Cherry	A	\$1.98	\$1.29
100 349 Jackson Cherry	A	\$1.98	\$1.29
100 350 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 351 Jackson Cherry	A	\$1.98	\$1.29
100 352 Jackson Cherry	A	\$1.98	\$1.29
100 353 Jackson Cherry	A	\$1.98	\$1.29
100 354 Jackson Cherry	A	\$1.98	\$1.29
100 355 Jackson Cherry	A	\$1.98	\$1.29
100 356 Jackson Cherry	A	\$1.98	\$1.29
100 357 Jackson Cherry	A	\$1.98	\$1.29
100 358 Jackson Cherry	A	\$1.98	\$1.29
100 359 Jackson Cherry	A	\$1.98	\$1.29
100 360 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 361 Jackson Cherry	A	\$1.98	\$1.29
100 362 Jackson Cherry	A	\$1.98	\$1.29
100 363 Jackson Cherry	A	\$1.98	\$1.29
100 364 Jackson Cherry	A	\$1.98	\$1.29
100 365 Jackson Cherry	A	\$1.98	\$1.29
100 366 Jackson Cherry	A	\$1.98	\$1.29
100 367 Jackson Cherry	A	\$1.98	\$1.29
100 368 Jackson Cherry	A	\$1.98	\$1.29
100 369 Jackson Cherry	A	\$1.98	\$1.29
100 370 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 371 Jackson Cherry	A	\$1.98	\$1.29
100 372 Jackson Cherry	A	\$1.98	\$1.29
100 373 Jackson Cherry	A	\$1.98	\$1.29
100 374 Jackson Cherry	A	\$1.98	\$1.29
100 375 Jackson Cherry	A	\$1.98	\$1.29
100 376 Jackson Cherry	A	\$1.98	\$1.29
100 377 Jackson Cherry	A	\$1.98	\$1.29
100 378 Jackson Cherry	A	\$1.98	\$1.29
100 379 Jackson Cherry	A	\$1.98	\$1.29
100 380 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 381 Jackson Cherry	A	\$1.98	\$1.29
100 382 Jackson Cherry	A	\$1.98	\$1.29
100 383 Jackson Cherry	A	\$1.98	\$1.29
100 384 Jackson Cherry	A	\$1.98	\$1.29
100 385 Jackson Cherry	A	\$1.98	\$1.29
100 386 Jackson Cherry	A	\$1.98	\$1.29
100 387 Jackson Cherry	A	\$1.98	\$1.29
100 388 Jackson Cherry	A	\$1.98	\$1.29
100 389 Jackson Cherry	A	\$1.98	\$1.29
100 390 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 391 Jackson Cherry	A	\$1.98	\$1.29
100 392 Jackson Cherry	A	\$1.98	\$1.29
100 393 Jackson Cherry	A	\$1.98	\$1.29
100 394 Jackson Cherry	A	\$1.98	\$1.29
100 395 Jackson Cherry	A	\$1.98	\$1.29
100 396 Jackson Cherry	A	\$1.98	\$1.29
100 397 Jackson Cherry	A	\$1.98	\$1.29
100 398 Jackson Cherry	A	\$1.98	\$1.29
100 399 Jackson Cherry	A	\$1.98	\$1.29
100 400 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 401 Jackson Cherry	A	\$1.98	\$1.29
100 402 Jackson Cherry	A	\$1.98	\$1.29
100 403 Jackson Cherry	A	\$1.98	\$1.29
100 404 Jackson Cherry	A	\$1.98	\$1.29
100 405 Jackson Cherry	A	\$1.98	\$1.29
100 406 Jackson Cherry	A	\$1.98	\$1.29
100 407 Jackson Cherry	A	\$1.98	\$1.29
100 408 Jackson Cherry	A	\$1.98	\$1.29
100 409 Jackson Cherry	A	\$1.98	\$1.29
100 410 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 411 Jackson Cherry	A	\$1.98	\$1.29
100 412 Jackson Cherry	A	\$1.98	\$1.29
100 413 Jackson Cherry	A	\$1.98	\$1.29
100 414 Jackson Cherry	A	\$1.98	\$1.29
100 415 Jackson Cherry	A	\$1.98	\$1.29
100 416 Jackson Cherry	A	\$1.98	\$1.29
100 417 Jackson Cherry	A	\$1.98	\$1.29
100 418 Jackson Cherry	A	\$1.98	\$1.29
100 419 Jackson Cherry	A	\$1.98	\$1.29
100 420 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 421 Jackson Cherry	A	\$1.98	\$1.29
100 422 Jackson Cherry	A	\$1.98	\$1.29
100 423 Jackson Cherry	A	\$1.98	\$1.29
100 424 Jackson Cherry	A	\$1.98	\$1.29
100 425 Jackson Cherry	A	\$1.98	\$1.29
100 426 Jackson Cherry	A	\$1.98	\$1.29
100 427 Jackson Cherry	A	\$1.98	\$1.29
100 428 Jackson Cherry	A	\$1.98	\$1.29
100 429 Jackson Cherry	A	\$1.98	\$1.29
100 430 Jackson Cherry	A	\$1.98	\$1.29

SALESBOARDS	Purchased Before Price Increase	Price	Price
100 431 Jackson Cherry	A	\$1.98	\$1.29
100 432 Jackson Cherry	A	\$1.98	\$1.29
100 433 Jackson Cherry	A	\$1.98	\$1.29
1			

Press Location Contract Needs

N. Y. Bottlers Hear Talk On Venders as Sales Aid

NEW YORK, April 9.—With the sales price line a major topic of discussion at the 27th annual convention of the New York State Association of Carbonated Beverages last week, the 3-day bottle representatives at the three-day confab here featured address on vending Soft Drink Sales Via Vender-

vice which could open "plus markets" for the soft drink industry, but cautioned that bottle vending must be "intelligently tailored" to individual territories.

Panel Discussion

Yohalem also answered questions on vending during a panel discussion. Participating with him in the discussion were Walter S. Mack Jr., president of Pepsi-Cola; T. H. Stanley, Nehi executive vice-president; James C. Lee, head of Buffalo Rock and a member of the executive board, American Bottlers of Carbonated Beverages; and Edgar J. Forio, Coca-Cola vice-president.

During this session, Yohalem declared there was little over-lapping, competitively, of bottle and cup machines. Each is designed to meet a different need, he said, and cost of the equipment is a governing factor in its placement. In the final analysis, anticipated volume of sales and the amortization of the different units will determine which should be installed in a particular spot, he said.

Price Hike Urged

Mack urged that bottlers, faced with mounting costs, raise the price of soft drinks. He pointed out that other industries have upped the retail price of their products, and thru explanatory advertising have made the increased price acceptable to the public. "Follow suit," he advised.

This argument was countered by others who reported that many bottlers can't realize a respectable profit at the nickel tab. Consensus was that bottlers would have to determine for themselves whether the nickel price could be retained.

The three-day convention ended Tuesday (5).

Vendma Reports New Scenic Card Vender Program

CHICAGO, April 9.—Final sales of the Shipley illustrated scenic card vender was announced this week by Vendma Sales, Inc. here, national sales agent for the unit. Al Kepner, Vendma official, stated that a direct-to-operator sales program had been adopted instead of franchised dealer-operator plan for earlier this year.

The price of the vender is set at \$270.00 f. o. b. Los Angeles, with a \$20.00 peg for orders of 10 and over. Vendma, as described last winter in The Billboard, December 18, is now being exchanged. It holds 600 stamped post cards, packed in sets of 100 and vends 200 such sets at a time. The scenic post cards are supplied exclusively by Curt-Teich & Company, Inc., Chicago.

The operator is required to place one-cent stamps on each of the 100 cards. Vendma is offering an automatic stamp affixing machine as an operating aid. Kepner declared. Price of this unit will be announced shortly.

Doyle Resigns Alco-Deree; To Open Own Firm

CHICAGO, April 9.—Frank Doyle, vice January sales manager for Alco-Deree here, announced this week that he was resigning in connection with that company to set up a national distributing firm which will handle the Lyceum office vending machine.

William Deree, president of Alco-Deree, confirmed the fact that Doyle had left the firm, but added his company plans to go ahead with the reorganized and non-franchised candy machine vender, the shoe shiner and the coin-operated shoe shiner during the Coin Machine Institute Convention here in January.

Doyle, who started with Alco-Deree in 1932, has had temporary offices for his distributing company at 4303 Westchester, New York. He is in Chicago this week that Lyceum would start deliveries at \$3.00 office machine next week.

"Sweet" Movies

NEW YORK, April 9.—Pointing up the growing importance of candy sales in theater lobbies, via vender and counter installations, the Motion Picture Herald reported in a recent issue that such sales accounted for 23 per cent of all candy sold in the country. It was also stated that 81 per cent of all independent theaters sold candy.

Cig Machines Set for Showing At NATD Meet

NEW YORK, April 9.—Eight cigarette machine manufacturers have reserved booth space for the display of venders at the 17th annual convention of the National Association of Tobacco Distributors (NATD) scheduled to open at the Statler Hotel here April 24. The week-long confab will also feature a round-table conference on automatic merchandising.

Manufacturers to show up-to-date cigarette vending equipment, both manual and electric, are J. H. Keeney, Leigh Foundries, National Vendors, Rowe and U-Need-A Vendors, the association disclosed. Cigar venders will be shown by Cigaramat and Malkin-Ilion.

R. T. Axton, of the Axton Candy & Tobacco Company, Louisville, will chairmen the vending session. The topic assigned for the vending session Wednesday (27) was announced by NATD as "Let us gamble for wholesale tobacco distributors to encourage, as well as engage in, the vending machine business."

The full program for the convention will be released next week, according to association officials.

Vend Article Examines Use of Contracts

First in Special Series

CHICAGO, April 9.—Timed to today's increased competitive tempo, the April issue of Vend (out this week), sister publication of The Billboard, devotes its lead article to the much-discussed subject of location contracts. Prepared at Vend's request by Fred L. Brandstrader, legislative counsel for the National Automatic Merchandising Association (NAMA), the article goes into detailed analysis of what such contracts do and do not do for the operator.

In the first of a series of studies on the advisability and proper use of contracts between operator and location management, the Vend article examines the meaning of the term "contract" and advances "grass-roots" reasons why the written agreement should be favored over the oral understanding.

Verbal Vs. Written Contracts

Stating that past discussions of the verbal versus the written contract during meetings of the industry have so far failed to set up a general rule, the article states that there is no evidence of agreement or disagreement that written contracts should or should not be used universally. In weighing facts to support the use of the written contract, the article points out that a prime purpose of such an agreement is to prove ownership of equipment. Absence of evidence of agreement or agreement of a location move in to tie up its cases.

Brandstrader says that "if a (See Vender Article on page 123)

SEVEN COUPON PLAN

Practical Products Merges Cig 3-Point Profit Boost For Cig Ops

With Gross-Given Mfg. Co.

NEW YORK, April 9.—Practical Products Corporation, Minneapolis, and the Gross-Given Manufacturing Corporation, St. Paul have merged their manufacturing facilities for the production of venders. It was learned here this week under the name of the Automatic Products Company, with offices at Practical's headquarters, the new firm will turn out the Refresh-O-Mat drink vender and the Smoke Shop cigarette machine, introduced at the last National Automatic Merchandising Association convention.

The sales agency for the manufacturing company, Automatic Products Sales Company, 250 West 57th Street, New York, was also known formerly under the Practical tag. Sam Kresberg, executive vice-president of the sales company, said the reorganization of manufacturing facilities was accomplished primarily to segregate the coin machines to be made by the firms from other production commitments. He said this also result in greater production efficiency.

Kresberg, who has as his director

of sales, Maury Auerbach, reported that deliveries of the two Automatic Products' venders will start this month. Other coin-operated devices will be produced later.

Heading up Automatic Products are E. J. St. Lawrence, president; William Gross, vice-president, and Art Gross, secretary-treasurer.

Golden Heads New Cigarette Operation

LOS ANGELES, April 9.—Will R. Golden announced his resignation this week as Pacific Coast manager for National Match Book Advertising, Inc., to accept an appointment as president of the new formed California Cigarette Concessions, Inc. The firm will operate "a substantial number of cigarette venders in Southern California," it was announced.

Golden has a background of 18 years in the match industry, which has brought him into close association with this phase of the vending field.

Intro Coupon-Affixing Unit

CHICAGO, April 9.—Pin-Money Exchange, Inc. announced the launching of its coupon plan for cigarette operators this week with the introduction of a specially-developed automatic unit for attaching coupons to the outside of each pack vended. The plan, originally aimed at increasing vender sales thru a strategic premium plan, is featured in the August 21, 1948, issue of the board. August 21, 1948, now offers a three-point extra profit potential with the addition of coupon discounts to operators. Coupons will sell for less than face value to the operator and the elimination of penny-nying costs thru use of the coupons.

Development of the electrical coupon attaching device by Harold Lachman, Pin-Money official, and Harold Hayward, engineer, makes it possible to attach the coupons on (See Vender Coupon Plan, page 119)

DISTRIBUTORS FOR ALL VICTOR MACHINES

Expand Your
Route Now WithVICTOR'S
Custom-Built
UNIVERSAL
24 or More
\$13.501 TO 23
\$13.95Can't be beat for
getting and holding
locations.WE TAKE TRADE-INS—LIBERAL ALLOWANCE
1/2 Deposit, Balance C. O. D.—Write for Our Catalog

VEEDCO SALES COMPANY

2124 MARKET ST.

Phone: LOcasi 7-1442

PHILADELPHIA 3, PA.

VICTOR'S NEW
MONEY MAKER
"HOT-POP"
POP CORN
MACHINE
Non-Coin Operated
OPERATOR
MAKES\$4.20 Per
On Sale at 2 Lbs.WRITE FOR
DETAILS
YOU COLLECT
PROFIT IN ADVANCEClare Named Necco
Marketing Manager

CAMBRIDGE, Mass., April 9.—Richard W. Clare, of the New England Confectionery Company, has been appointed manager of marketing in charge of sales, merchandising and advertising, it was announced here this week by Philip M. Clark, president. For the past 10 years Clare has been sales manager for the candy firm.

Other appointments announced at the same time were Wade H. Jones, advertising manager; Walter A. Lapham, merchandising manager; and Miss Margaret M. Kibben, public relations manager.

Peanut Prices

WASHINGTON, April 9.—Peanut prices paid the lowest advanced figure by the United States Agricultural Department stated recently. Average price per pound was 10.5 cents as compared with 10.3 cents the previous week. Average price for March, 1948, was 10.1 cents.

APRIL SALE
RECOMMENDED VENDORS

100 1c 6-Cal Adams Gum	5.95 Ea
100 4-Cal Duquesne Red N Gum	1.50 Ea
100 1c 3-Cal Raws Stick G m	1.50 Ea
25 5c Raws Gum & Mint	18.50 Ea
15 5c 3-Cal Sugar Sweet Nut	15.00 Ea
25 1c 5c Camouflage Maca-	15.95 Ea
western Deluxe	15.95 Ea
25 1c 5c 1cm Counter Cimes	10.00 Ea
like new	

Also Complete Stock of P. o. has
Nuts, Candy and Coll Gum at
Lowest Prices.

CAMEO VENDING SERVICE

432 W. 42nd St., New York 18, N. Y.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITS INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

CHARMS CAN DOUBLE OR
TRIPLE YOUR PROFITS
IN BULK VENDORS.
A LITTLE MONEY FOR LITTLE PROFIT AND VARIETY OF BULK
MONEY AND BULK VENDORS. TIME AND LABOR SAVED.
BECKER VENDING SERVICE—BRILLIANT
MONEY MAKER

Headquarters for
Advance 21¢ Machines
Factory Distributor
J. SCHOFENBACH
1447 Bedford Ave. Brooklyn 35, N. Y.

America's ONLY Dual Hot Drink Dispenser!

Exclusively
TERRIFIC!!

HOT-O-MAT
YOUR CHOICE
HOT CHOCOLATE
5c or HOT COFFEE 10c
(with or without Cream and/or Sugar)

★NOTE THESE FEATURES★

Designed, engineered and manufactured by coin machine experts with long records of successful operation, the HOT-O-MAT features nationally known devices of proven merit.

Location tested under most difficult conditions with outstanding success. Size 71 inches high, requires only 2 x 2 1/2 feet floor space. Refrigeration of 40° or less on syrup concentrates and cream. Every drink served piping hot (160° to 180°) in 5 seconds. Heating tank and syrup compartments of finest stainless steel. Push button selector of latest design that holds coin till drink is selected. Serves 10 to 12 drinks per minute.

Serves Hot Chocolate or Hot Coffee. Coffee with cream and sugar, with either, or black only as desired.

It's not a DREAM—It's true and ready for delivery.

ORDER NOW FOR
EARLY DELIVERY

Write for details!

• Your choice of 5-cent or 10-cent operation or combination of both. • Streamlined attractive appearance of HOT-O-MAT insures appealing to insure maximum profits with minimum service and maintenance for the operator. • Complies strictly with all sanitation and safety regulations. • Standard warranty against defective parts and workmanship. • UNLIMITED PROFITS AND LOCATIONS. • After two years of extensive research, engineering and actual location testing, we are proud to offer HOT-O-MAT, the nation's ONLY hot drink dispenser for both Hot Chocolate and Hot Coffee. The HOT-O-MAT is proving to be the greatest TWIN profit maker in vending machine history. Accepted by Builders of Schools, Buildings and Safety, Electrical and Plumbing!

WRITE OR WIRE US TODAY FOR DELIVERY DATE

MANUFACTURED
BY

INTERSTATE ASSOCIATES

17061 Santa Monica Blvd.

Phone: OLiver 6-213

Los Angeles 42, California



NO. 2
CHARMS
\$3.25 PER BAG PREPAID
1,000 IN A BAG
ABBEY MFG. CO.
1917 SOUTH BRONSON AVE.
LOS ANGELES 16, CALIF.
Parkway 3208

HERE IT IS!
• Wall or stand mounting
• Small size
5 1/2" x 2 1/2"
• Large capacity
2 1/2 dozen
• We deliver packaged
hand, with 11 at
\$15.00 per gross
\$49.50 Each
P. O. 8 Kansas City
15% with order, balance
collect. Quantity discount
"TUT" Handkerchiefs
and Vending Machine
1115 Coleman Road
Kansas City 1, Mo.

**LEAF
RAIN-BLO**
The original colored
Bubble Ball Gum
EMPTIES MACHINES
FASTER!
LEAF GUM CO., Chicago 22, Ill.

BRAND NEW
LUCKY BOY VENDORS
\$9.75
EACH
MODEL
BLOYD MFG. CO.
VALLEY 878-30-47

113 DB 101st AVE.
RICHMOND HILL 19, L. I. N. Y.



APPROVED BY UNDERWRITERS LABORATORIES, INC.

SPECIFICATIONS

Height, 31 inches. Base, 14 inches in diameter. (Occupies very little space.) Capacity slightly more than one bushel of popcorn. Vends about 44 ten cent or 88 five cent portions from each filling. Equipped with one 100 watt heat element that keeps corn hot at all times. Comes with 7 feet of cord. Operates A.C. or D.C. current. One electric bulb illuminates Hot-POP. The top part of globe is made of plastic. Transparent for excellent display of corn. Easy to remove for cleaning. The cover on top of globe is made of red plastic, easy to remove when location fills Hot-POP. New feather touch release trigger. Positive delivery chute, easy to keep clean. Toggle switch in front to turn off or on.

Write for free profit chart and colorful circular with full and complete details.

\$47⁵⁰
F.O.B. CHICAGO

ORDER NOW
FROM YOUR DISTRIBUTOR
MANUFACTURED BY

VICTOR VENDING CORPORATION

5701-3713 WEST GRAND AVENUE

CHICAGO 39, ILLINOIS

VICTOR'S **NEW** HOT-POP REVOLUTIONIZES OPERATING!

NOW OPERATORS CAN COLLECT THEIR PROFITS IN ADVANCE

So easy . . . so simple . . . so profitable, with such a very small investment for each location unit that Hot-POP can make its cost out of profits in just a few weeks of operation.

Here's How Hot-POP Works in Practical Operation

You, the Operator, place each "Hot-POP" Vendor on location with the agreement that you will allow the proprietor to have the use of "Hot-POP" free of charge. All popcorn must then be purchased from you, cash on delivery. You make your profits in advance! The location then sells the popcorn out of your "Hot-POP" Vendor over the bar or counter, and makes his own big profit. He doubles his money.

A GREAT BUSINESS STIMULATOR

In addition, the sales of hot, fresh popcorn stimulates the entire business of the location, especially bar business . . . so the location makes money two ways.

LOCATIONS EASY TO GET

Locations are easy to get because of Hot-POP's very attractive modern design and size. Every location falls in love with it and they start making profits immediately, without obligation to buy or rent the equipment. It's the greatest operating deal ever created! Big profits are made with exceptionally small investment.

OPERATORS COLLECT . . . IN ADVANCE

You, Mr. Operator, collect your money in ADVANCE when delivery is made, usually once a week. The location services "Hot-POP" for you by keeping it full of popcorn. There are no other service calls, as "Hot-POP" is not coin operated. No keys necessary. After "Hot-POP" is placed on location, you merely deliver popcorn and collect when delivery is made.

BUY PRE-POPPED OR POP YOUR OWN

The popcorn you sell to your locations can be purchased in your own vicinity from your local jobber or any wholesale popcorn supply house . . . or you can pop your own corn. There is big profit for you which ever way you wish to handle this end of the business.



SPECIAL AT A LOW, LOW PRICE

NOVELTY
CARD
VENDOR

Brand New in
Original Cartons.
Original Price
\$29.50.

CLOSEOUT \$12.50
PRICE EA.

Capacity 500 cards, 250 cards in
each column. A steady money maker.
Exhibits Cards—all series—\$4.00 per M.
1/3 With Order—Balance C. O. D.

J. SCHOENBACH

Distributor of Advance Vending
Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

CIGARETTE VENDING MACHINES

RECONDITIONED—REBUILT
READY FOR LOCATION

- NATIONAL 20 OR 25c VEND
9E ELECTRIC \$239.50
- 9A 350 CAP. KING SIZE 110.00
- 9.50 350 CAP. KING SIZE 110.00
- 9.50R 350 CAP. NO KING SIZE 87.50
- 9.30 270 CAP. KING SIZE 75.00
- OWE 20c VEND ONLY
- CRUSADER 8 \$110.00
- CRUSADER 10 115.00
- EASTERN ELECTRIC CO 169.50

1/3 WITH ORDER. BAL. ON DELIVERY.

L. H. CANTOR, INC.

1219 Superior Ave., Cleveland, Ohio

Northwestern

MODEL
49
\$17.55 EACH

ALSO IN STOCK
Dial Nut \$45.00
Helixes \$2.00
Model 35 \$2.00
Model 39 \$4.00
Model 40 \$1.00
Bill Gum \$1.55

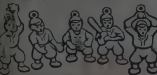
Write for Quality Prices

**EMPIRE COIN MACHINE
EXCHANGE**

912 MILWAUKEE AVE. CHICAGO 32

NOW HI-HO'S

BASEBALL PLAYER CHARMS
90% LUMINOUS
BASEBALL SEASON COMING
THIS WILL BE A WINNER
Pestivity No Samples.



Write E. LaRue, Sales Mgr.,
4400 HI-HO SILVER, 340-2330 N. 3rd St.,
San Francisco, Calif.

Set Production On New Sun Tan Lotion Machine

OLD HICKORY, Tenn., April 9—
After a four-month location test of
20 experimental sun tan oil spray
venders, the Hayes, Jakes & Brittain
Vending Company here will place a
refined model of its unit in immediate
production. The machine, invented by
Howard Hayes and Bryan Jakes, is
called Spray-a-Tan and list for \$225.
It will be sold thru regional distribu-
tors.

Initial production will be at the
rate of 25 machines a week. Jakes
told The Billboard. Third member of
the firm, L. P. Brittain, helped fi-
nance construction of the original
20 units.

Returns Big Gross
The vender, 4 feet high, 22 inches
wide and 18 inches deep, is finished
in white enamel and weighs 110
pounds. Cabinet is of Alclad, an
aluminum alloy (first models were
of marine plywood) and contains one
gallon of specially prepared sun tan
oil in a replaceable container. Oil,
which is manufactured by the same
company, will be available in quantity
within a month and will be sold to
operators for \$7 per gallon. Jakes
stated that one gallon will vend ap-
proximately 512 quarter-ounce ap-
plications, which at a dime would
bring in an average gross of \$51.20.

Actual delivery of the oil, at 40 to
45 pounds per square inch pressure,
is made thru a 36-inch long trans-
parent plastic tube and spray nozzle.
The oil itself is a pale red. A valve
prevents the oil in the tube from
flowing back into the container. Pre-
screening of the oil before it is placed
in the vending container eliminates
need for special screens in the ma-
chine, according to Jakes.

Thirteen of the 20 pilot models, in-
stalled in outdoor locations at Miami
Beach, are being replaced this week
with the new metal cabinet units,
Jakes reported.

Northwestern's Model 49 Shown Southwest Ops

DALLAS, April 9—The North-
western Corporation's Model 49 bulk
vender was introduced to operators
in this area this week during a special
showing by the firm's southwestern
distributor, Fisher Brown, Ltd. W. E.
Bolen, Northwestern president, was
on hand to assist in the presentation.

The showing coincided with Fisher
Brown's 24th anniversary. The firm
began operations April 1, 1925, with a
borrowed \$75, two employees and a
20 by 60 feet space. Its present loca-
tion, covering 14,000 square feet, is
largely allotted to the manufacturing
of vending machine edibles, and is
staffed by 85 plant employees and six
office workers.

During the week-long showing,
visitors were conducted thru the plant
to view the processing of candy-coated
peanuts and salted Spanish
peanuts.

REAL LOW PRICES U-SELECT-IT

CANDY MACHINES

54 Bar Capacity, \$23.50 ea. Lots of 10, \$20. ea.
Unmade Columns \$22.50 ea.

Cigarette Machines

- DU BRENIER 7 Col. S. \$45.00
- DU BRENIER 7 Col. S. \$45.00
- DU BRENIER 7 Col. S. \$45.00
- UNION CHAMPION \$50.00
- UNION CHAMPION \$50.00
- UNION CHAMPION \$50.00
- NATIONAL 7-30 \$50.00
- UNION 7-30 \$50.00
- UNION 7-30 \$50.00

HARRIS VENDING

3717 N. Park Ave. Philadelphia, Pa.
Phone: RA 9-6644

PRODUCTION INCREASED

Priced So That
Every Operator
Can Afford The Best

TROUBLE FREE OPERATION

DUAL MODEL IMPERIAL

SHOE SHINER

Is 2 Machines in One

Absolutely Best
Shine Available

Both Black and Brown Polish applied in ONE Machine

\$129.50

f. o. b. Miami, Fla.

1/3 Deposit With Order, Balance C. O. D.

SOUTHERN COIN-0-MAT DIST. CO.

943 N. W. 7th AVENUE MIAMI, FLORIDA

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW VENDING MACHINES

- N.W. Model 49, either 1c or 5c \$17.50
- N.W. Dual Vender, comb. 1c or 5c 45.00
- N.W. Deluxe, comb. 1c and 5c 37.00
- Silver King, either 1c or 5c 13.95
- Silver King Charm King, 1c 13.95
- Columbus Model 442, 1c 13.00
- Columbus Model 442B, 5c 13.75
- Master 1c All Purpose 13.95
- Master No. 3, comb. 1c & 5c 17.50
- Master No. 4, 5c, two turn 17.50
- SHIPMAN Triplex, 1c, 5c and air mail 25.00
- N.W. Multi Postage, full type 49.50
- Postmaster Stamp, Ball Type 49.50
- Advance 2 1/2, 3 1/2, 5 1/2, 7 1/2, 10 1/2, 15 1/2, 20 1/2, 25 1/2, 30 1/2, 35 1/2, 40 1/2, 45 1/2, 50 1/2, 55 1/2, 60 1/2, 65 1/2, 70 1/2, 75 1/2, 80 1/2, 85 1/2, 90 1/2, 95 1/2, 100 1/2, 105 1/2, 110 1/2, 115 1/2, 120 1/2, 125 1/2, 130 1/2, 135 1/2, 140 1/2, 145 1/2, 150 1/2, 155 1/2, 160 1/2, 165 1/2, 170 1/2, 175 1/2, 180 1/2, 185 1/2, 190 1/2, 195 1/2, 200 1/2, 205 1/2, 210 1/2, 215 1/2, 220 1/2, 225 1/2, 230 1/2, 235 1/2, 240 1/2, 245 1/2, 250 1/2, 255 1/2, 260 1/2, 265 1/2, 270 1/2, 275 1/2, 280 1/2, 285 1/2, 290 1/2, 295 1/2, 300 1/2, 305 1/2, 310 1/2, 315 1/2, 320 1/2, 325 1/2, 330 1/2, 335 1/2, 340 1/2, 345 1/2, 350 1/2, 355 1/2, 360 1/2, 365 1/2, 370 1/2, 375 1/2, 380 1/2, 385 1/2, 390 1/2, 395 1/2, 400 1/2, 405 1/2, 410 1/2, 415 1/2, 420 1/2, 425 1/2, 430 1/2, 435 1/2, 440 1/2, 445 1/2, 450 1/2, 455 1/2, 460 1/2, 465 1/2, 470 1/2, 475 1/2, 480 1/2, 485 1/2, 490 1/2, 495 1/2, 500 1/2, 505 1/2, 510 1/2, 515 1/2, 520 1/2, 525 1/2, 530 1/2, 535 1/2, 540 1/2, 545 1/2, 550 1/2, 555 1/2, 560 1/2, 565 1/2, 570 1/2, 575 1/2, 580 1/2, 585 1/2, 590 1/2, 595 1/2, 600 1/2, 605 1/2, 610 1/2, 615 1/2, 620 1/2, 625 1/2, 630 1/2, 635 1/2, 640 1/2, 645 1/2, 650 1/2, 655 1/2, 660 1/2, 665 1/2, 670 1/2, 675 1/2, 680 1/2, 685 1/2, 690 1/2, 695 1/2, 700 1/2, 705 1/2, 710 1/2, 715 1/2, 720 1/2, 725 1/2, 730 1/2, 735 1/2, 740 1/2, 745 1/2, 750 1/2, 755 1/2, 760 1/2, 765 1/2, 770 1/2, 775 1/2, 780 1/2, 785 1/2, 790 1/2, 795 1/2, 800 1/2, 805 1/2, 810 1/2, 815 1/2, 820 1/2, 825 1/2, 830 1/2, 835 1/2, 840 1/2, 845 1/2, 850 1/2, 855 1/2, 860 1/2, 865 1/2, 870 1/2, 875 1/2, 880 1/2, 885 1/2, 890 1/2, 895 1/2, 900 1/2, 905 1/2, 910 1/2, 915 1/2, 920 1/2, 925 1/2, 930 1/2, 935 1/2, 940 1/2, 945 1/2, 950 1/2, 955 1/2, 960 1/2, 965 1/2, 970 1/2, 975 1/2, 980 1/2, 985 1/2, 990 1/2, 995 1/2, 1000 1/2, 1005 1/2, 1010 1/2, 1015 1/2, 1020 1/2, 1025 1/2, 1030 1/2, 1035 1/2, 1040 1/2, 1045 1/2, 1050 1/2, 1055 1/2, 1060 1/2, 1065 1/2, 1070 1/2, 1075 1/2, 1080 1/2, 1085 1/2, 1090 1/2, 1095 1/2, 1100 1/2, 1105 1/2, 1110 1/2, 1115 1/2, 1120 1/2, 1125 1/2, 1130 1/2, 1135 1/2, 1140 1/2, 1145 1/2, 1150 1/2, 1155 1/2, 1160 1/2, 1165 1/2, 1170 1/2, 1175 1/2, 1180 1/2, 1185 1/2, 1190 1/2, 1195 1/2, 1200 1/2, 1205 1/2, 1210 1/2, 1215 1/2, 1220 1/2, 1225 1/2, 1230 1/2, 1235 1/2, 1240 1/2, 1245 1/2, 1250 1/2, 1255 1/2, 1260 1/2, 1265 1/2, 1270 1/2, 1275 1/2, 1280 1/2, 1285 1/2, 1290 1/2, 1295 1/2, 1300 1/2, 1305 1/2, 1310 1/2, 1315 1/2, 1320 1/2, 1325 1/2, 1330 1/2, 1335 1/2, 1340 1/2, 1345 1/2, 1350 1/2, 1355 1/2, 1360 1/2, 1365 1/2, 1370 1/2, 1375 1/2, 1380 1/2, 1385 1/2, 1390 1/2, 1395 1/2, 1400 1/2, 1405 1/2, 1410 1/2, 1415 1/2, 1420 1/2, 1425 1/2, 1430 1/2, 1435 1/2, 1440 1/2, 1445 1/2, 1450 1/2, 1455 1/2, 1460 1/2, 1465 1/2, 1470 1/2, 1475 1/2, 1480 1/2, 1485 1/2, 1490 1/2, 1495 1/2, 1500 1/2, 1505 1/2, 1510 1/2, 1515 1/2, 1520 1/2, 1525 1/2, 1530 1/2, 1535 1/2, 1540 1/2, 1545 1/2, 1550 1/2, 1555 1/2, 1560 1/2, 1565 1/2, 1570 1/2, 1575 1/2, 1580 1/2, 1585 1/2, 1590 1/2, 1595 1/2, 1600 1/2, 1605 1/2, 1610 1/2, 1615 1/2, 1620 1/2, 1625 1/2, 1630 1/2, 1635 1/2, 1640 1/2, 1645 1/2, 1650 1/2, 1655 1/2, 1660 1/2, 1665 1/2, 1670 1/2, 1675 1/2, 1680 1/2, 1685 1/2, 1690 1/2, 1695 1/2, 1700 1/2, 1705 1/2, 1710 1/2, 1715 1/2, 1720 1/2, 1725 1/2, 1730 1/2, 1735 1/2, 1740 1/2, 1745 1/2, 1750 1/2, 1755 1/2, 1760 1/2, 1765 1/2, 1770 1/2, 1775 1/2, 1780 1/2, 1785 1/2, 1790 1/2, 1795 1/2, 1800 1/2, 1805 1/2, 1810 1/2, 1815 1/2, 1820 1/2, 1825 1/2, 1830 1/2, 1835 1/2, 1840 1/2, 1845 1/2, 1850 1/2, 1855 1/2, 1860 1/2, 1865 1/2, 1870 1/2, 1875 1/2, 1880 1/2, 1885 1/2, 1890 1/2, 1895 1/2, 1900 1/2, 1905 1/2, 1910 1/2, 1915 1/2, 1920 1/2, 1925 1/2, 1930 1/2, 1935 1/2, 1940 1/2, 1945 1/2, 1950 1/2, 1955 1/2, 1960 1/2, 1965 1/2, 1970 1/2, 1975 1/2, 1980 1/2, 1985 1/2, 1990 1/2, 1995 1/2, 2000 1/2, 2005 1/2, 2010 1/2, 2015 1/2, 2020 1/2, 2025 1/2, 2030 1/2, 2035 1/2, 2040 1/2, 2045 1/2, 2050 1/2, 2055 1/2, 2060 1/2, 2065 1/2, 2070 1/2, 2075 1/2, 2080 1/2, 2085 1/2, 2090 1/2, 2095 1/2, 2100 1/2, 2105 1/2, 2110 1/2, 2115 1/2, 2120 1/2, 2125 1/2, 2130 1/2, 2135 1/2, 2140 1/2, 2145 1/2, 2150 1/2, 2155 1/2, 2160 1/2, 2165 1/2, 2170 1/2, 2175 1/2, 2180 1/2, 2185 1/2, 2190 1/2, 2195 1/2, 2200 1/2, 2205 1/2, 2210 1/2, 2215 1/2, 2220 1/2, 2225 1/2, 2230 1/2, 2235 1/2, 2240 1/2, 2245 1/2, 2250 1/2, 2255 1/2, 2260 1/2, 2265 1/2, 2270 1/2, 2275 1/2, 2280 1/2, 2285 1/2, 2290 1/2, 2295 1/2, 2300 1/2, 2305 1/2, 2310 1/2, 2315 1/2, 2320 1/2, 2325 1/2, 2330 1/2, 2335 1/2, 2340 1/2, 2345 1/2, 2350 1/2, 2355 1/2, 2360 1/2, 2365 1/2, 2370 1/2, 2375 1/2, 2380 1/2, 2385 1/2, 2390 1/2, 2395 1/2, 2400 1/2, 2405 1/2, 2410 1/2, 2415 1/2, 2420 1/2, 2425 1/2, 2430 1/2, 2435 1/2, 2440 1/2, 2445 1/2, 2450 1/2, 2455 1/2, 2460 1/2, 2465 1/2, 2470 1/2, 2475 1/2, 2480 1/2, 2485 1/2, 2490 1/2, 2495 1/2, 2500 1/2, 2505 1/2, 2510 1/2, 2515 1/2, 2520 1/2, 2525 1/2, 2530 1/2, 2535 1/2, 2540 1/2, 2545 1/2, 2550 1/2, 2555 1/2, 2560 1/2, 2565 1/2, 2570 1/2, 2575 1/2, 2580 1/2, 2585 1/2, 2590 1/2, 2595 1/2, 2600 1/2, 2605 1/2, 2610 1/2, 2615 1/2, 2620 1/2, 2625 1/2, 2630 1/2, 2635 1/2, 2640 1/2, 2645 1/2, 2650 1/2, 2655 1/2, 2660 1/2, 2665 1/2, 2670 1/2, 2675 1/2, 2680 1/2, 2685 1/2, 2690 1/2, 2695 1/2, 2700 1/2, 2705 1/2, 2710 1/2, 2715 1/2, 2720 1/2, 2725 1/2, 2730 1/2, 2735 1/2, 2740 1/2, 2745 1/2, 2750 1/2, 2755 1/2, 2760 1/2, 2765 1/2, 2770 1/2, 2775 1/2, 2780 1/2, 2785 1/2, 2790 1/2, 2795 1/2, 2800 1/2, 2805 1/2, 2810 1/2, 2815 1/2, 2820 1/2, 2825 1/2, 2830 1/2, 2835 1/2, 2840 1/2, 2845 1/2, 2850 1/2, 2855 1/2, 2860 1/2, 2865 1/2, 2870 1/2, 2875 1/2, 2880 1/2, 2885 1/2, 2890 1/2, 2895 1/2, 2900 1/2, 2905 1/2, 2910 1/2, 2915 1/2, 2920 1/2, 2925 1/2, 2930 1/2, 2935 1/2, 2940 1/2, 2945 1/2, 2950 1/2, 2955 1/2, 2960 1/2, 2965 1/2, 2970 1/2, 2975 1/2, 2980 1/2, 2985 1/2, 2990 1/2, 2995 1/2, 3000 1/2, 3005 1/2, 3010 1/2, 3015 1/2, 3020 1/2, 3025 1/2, 3030 1/2, 3035 1/2, 3040 1/2, 3045 1/2, 3050 1/2, 3055 1/2, 3060 1/2, 3065 1/2, 3070 1/2, 3075 1/2, 3080 1/2, 3085 1/2, 3090 1/2, 3095 1/2, 3100 1/2, 3105 1/2, 3110 1/2, 3115 1/2, 3120 1/2, 3125 1/2, 3130 1/2, 3135 1/2, 3140 1/2, 3145 1/2, 3150 1/2, 3155 1/2, 3160 1/2, 3165 1/2, 3170 1/2, 3175 1/2, 3180 1/2, 3185 1/2, 3190 1/2, 3195 1/2, 3200 1/2, 3205 1/2, 3210 1/2, 3215 1/2, 3220 1/2, 3225 1/2, 3230 1/2, 3235 1/2, 3240 1/2, 3245 1/2, 3250 1/2, 3255 1/2, 3260 1/2, 3265 1/2, 3270 1/2, 3275 1/2, 3280 1/2, 3285 1/2, 3290 1/2, 3295 1/2, 3300 1/2, 3305 1/2, 3310 1/2, 3315 1/2, 3320 1/2, 3325 1/2, 3330 1/2, 3335 1/2, 3340 1/2, 3345 1/2, 3350 1/2, 3355 1/2, 3360 1/2, 3365 1/2, 3370 1/2, 3375 1/2, 3380 1/2, 3385 1/2, 3390 1/2, 3395 1/2, 3400 1/2, 3405 1/2, 3410 1/2, 3415 1/2, 3420 1/2, 3425 1/2, 3430 1/2, 3435 1/2, 3440 1/2, 3445 1/2, 3450 1/2, 3455 1/2, 3460 1/2, 3465 1/2, 3470 1/2, 3475 1/2, 3480 1/2, 3485 1/2, 3490 1/2, 3495 1/2, 3500 1/2, 3505 1/2, 3510 1/2, 3515 1/2, 3520 1/2, 3525 1/2, 3530 1/2, 3535 1/2, 3540 1/2, 3545 1/2, 3550 1/2, 3555 1/2, 3560 1/2, 3565 1/2, 3570 1/2, 3575 1/2, 3580 1/2, 3585 1/2, 3590 1/2, 3595 1/2, 3600 1/2, 3605 1/2, 3610 1/2, 3615 1/2, 3620 1/2, 3625 1/2, 3630 1/2, 3635 1/2, 3640 1/2, 3645 1/2, 3650 1/2, 3655 1/2, 3660 1/2, 3665 1/2, 3670 1/2, 3675 1/2, 3680 1/2, 3685 1/2, 3690 1/2, 3695 1/2, 3700 1/2, 3705 1/2, 3710 1/2, 3715 1/2, 3720 1/2, 3725 1/2, 3730 1/2, 3735 1/2, 3740 1/2, 3745 1/2, 3750 1/2, 3755 1/2, 3760 1/2, 3765 1/2, 3770 1/2, 3775 1/2, 3780 1/2, 3785 1/2, 3790 1/2, 3795 1/2, 3800 1/2, 3805 1/2, 3810 1/2, 3815 1/2, 3820 1/2, 3825 1/2, 3830 1/2, 3835 1/2, 3840 1/2, 3845 1/2, 3850 1/2, 3855 1/2, 3860 1/2, 3865 1/2, 3870 1/2, 3875 1/2, 3880 1/2, 3885 1/2, 3890 1/2, 3895 1/2, 3900 1/2, 3905 1/2, 3910 1/2, 3915 1/2, 3920 1/2, 3925 1/2, 3930 1/2, 3935 1/2, 3940 1/2, 3945 1/2, 3950 1/2, 3955 1/2, 3960 1/2, 3965 1/2, 3970 1/2, 3975 1/2, 3980 1/2, 3985 1/2, 3990 1/2, 3995 1/2, 4000 1/2, 4005 1/2, 4010 1/2, 4015 1/2, 4020 1/2, 4025 1/2, 4030 1/2, 4035 1/2, 4040 1/2, 4045 1/2, 4050 1/2, 4055 1/2, 4060 1/2, 4065 1/2, 4070 1/2, 4075 1/2, 4080 1/2, 4085 1/2, 4090 1/2, 4095 1/2, 4100 1/2, 4105 1/2, 4110 1/2, 4115 1/2, 4120 1/2, 4125 1/2, 4130 1/2, 4135 1/2, 4140 1/2, 4145 1/2, 4150 1/2, 4155 1/2, 4160 1/2, 4165 1/2, 4170 1/2, 4175 1/2, 4180 1/2, 4185 1/2, 4190 1/2, 4195 1/2, 4200 1/2, 4205 1/2, 4210 1/2, 4215 1/2, 4220 1/2, 4225 1/2, 4230 1/2, 4235 1/2, 4240 1/2, 4245 1/2, 4250 1/2, 4255 1/2, 4260 1/2, 4265 1/2, 4270 1/2, 4275 1/2, 4280 1/2, 4285 1/2, 4290 1/2, 4295 1/2, 4

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Electric Cashier Corp. Starts
Production on New Changer

BURLINGTON, Vt., April 9—First production run of the Electric Cashier Corporation's new electric coin changer began in its plant here this week, Frank Herschdel, president,

said. The built-in coin changer, which will be marketed to coin-operated machine manufacturers and vending machine makers, is the first product of the Electric Cashier Corporation.

The manufacturing company was organized in Burlington last September, Herschdel said, to develop and produce coin changers. J. Walter Housinger and James Jones are respectively vice-president and treasurer of the corporation.

Herschdel and Housinger were formerly connected with the Bell Aircraft Corporation when it manufactured the first here. They were associated with Bell at the time that firm introduced an electric coin changer, but Herschdel said that his new changer has no connection with the Bell design, which was never placed in production.

Electric Cashier's changer, adaptable on all electric vending machines, is either a dime or nickel changer. At a nickel price it releases coins from dimes and quarters, and at a dime price returns change from quarters. It is equipped with a National coin selector and will handle \$53 with discounts for quarters and change. Changer measures 14 in. by 5 in.

The changer from nickel to dime operation, officials of Electric Cashier declare, can be accomplished quickly by making an internal adjustment. Other features of the changer include silent operation, all moving parts, self-lubricating components and separate groups of functional parts which can be removed and replaced without tools.

Electric Cashier has been field testing the changer, Herschdel said, for a number of months. One changer has been installed in a Clifton Clinic machine on the campus of the University of Vermont, Burlington, while others have been tested on Pepsi-Cola machines in various locations. The next, being at \$25, measuring 14 by 8 by 4 1/2, is scheduled to be marketed to operators for use in their workshops or as a portable unit on the route.

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End Article Investigates Location Contract Needs

(Continued from page 113)

When a contract does very little more than serve as evidence of ownership, it may justify its existence many times. When using the verbal agreement, the operator is vulnerable if a location closes or is taken over by creditors, even if his equipment is identified as his property by a nameplate or decal.

Brandtrader disposes of the leading operator objection to use of written contracts, which is that a prospective location shies away from signing legal-looking documents in this manner. If the location owner is really sold on the desirability of a vendor, he will not object to signing what can be no more complicated than a receipt when the equipment is placed.

The more strenuous objectors to the written contract are those operators who have not faced the problem of proving title to a piece of equipment, or seen how simple such a form can be made, the article points out. The

author observes that a location owner is so daunted as to back away from a receipt (which is many a written contract), essentially, it will probably prove to be a show-stops anyway.

The Vend article further makes it clear that the written agreement is not a substitute for top-grade merchandise and service nor is a defensive measure on the operating side of the automatic merchandising picture. Instead, it is a perfectly natural procedure to set forth the obligations of both the location and the operator, one to the other, in uncontested terms. Because a written contract does away with most misunderstandings, it will tend to improve operator-location relations. Where a multiple-machine location is concerned, the need for a written agreement increases proportionately. Brandtrader states.

Subsequent issues of Vend will carry additional factual information and discussion of the written contract question. The May issue will feature the second article in the series, dealing with specific points a contract should cover—forms in current use, lease or license; unilateral, bilateral and third-party agreements.

Editor's Note: Single copies of the April Vend, in which the first of this contract series appears, may be obtained by sending 35 cents to Circulation Manager, Vend, 2160 Patterson Street, Cincinnati 28, O., requesting that particular issue.)

To Put Shiners In Stations of Penn. Railroad

NEW YORK, April 9—Kennedy & Stepl, Inc., operating firm with midget movies and shoeshine machines in stations of the Long Island Railroad, has been awarded the right to place coin-operated shiners thruout the station network of the Pennsylvania Railroad, it was learned this week. James Kennedy, president, disclosed that permission had been granted by the railroad to install the equipment in stations now without bootblack concession agreements. It was estimated that as many as 800 automatic shoeshine machines may be placed by the operating firm.

Before placement will begin, however, a thorough survey of stations will be made, said Kennedy. This survey is to begin this week and may take a month or more to complete. A special study will be made of traffic flow in commuter lines operated by the Pennsylvania, he reported, since stations doing a heavy commuter business are expected to be among the best locations.

Kennedy, who is now approaching equipment manufacturers for quotations on shiners, said that he will organize regional service subsidiaries to handle the widespread operation. First machines placed under the agreement with the railroad will probably be located in the Philadelphia area.

The firm now has 26 midget movies operating in 17 stations of the Long Island Railroad. It also operates about 12 shoeshiners on that line but expects to increase the number to 50 in the near future. Tele-shiners may be the next type of coin-operated equipment it will install on the Long Island, according to Kennedy.

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BALL MACHINES
26c 1/2
17c 1/2
27c 1/2

Preserve and 100 lbs. or more
FILLABLE
WITH ORDER
PISTACHIOS
Lemon, 70c 1/2
Small, 70c 1/2
Full Cash with 10c

1c Model \$14.95
2c Model \$14.95
3c Model \$14.95

Almonds
26 Lb. Caramel
Plastic Charms
\$2.75 Per 1000

Write for details on
SPECIAL INTRODUCTORY ORDER OF
MONEY MAKING "HUNTER" MACHINES
178 Depot, P. O. 8, Brooklyn, N. Y.
Orders Under \$100. Money in Full
ALL PRICES INCLUDE SHIPMENT
WITHOUT NOTICE
**PIONEER
VENDING SERVICE**
Eastern Vender Distributors in N. Y.
341 BACHMAN ST., BROOKLYN 13 N. Y.
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NON TILT

SUCTION-GRIP CUPS
For Vending Machines
Live Rubber - 100% Machine
100 \$2.00 500 \$20.00
25% down, in O.O.D. orders; 75% cash delivery
GORDON MFG. CO.
Dept. VM 115 E 234 St. New York City 10

OUR NYLON PROMOTION!

- 1 THE MACHINE—guaranteed the best construction.
 - 2 THE HOSE—no one else also offers 51 Gauge, 15 Dancer Nylon for \$1.00.
 - 3 THE PRICE—the lowest for both machines and hose.
- WRITE TODAY FOR COMPLETE INFORMATION
STEINER MANUFACTURING CO.
300 Atlantic Avenue, Brooklyn, N. Y.
Phone: TRINITY 8-0331

ATTENTION, OPERATORS

of Merchandise Vending Machines
You can increase earnings in your present machine by nationally advertised BUNTIME, BANTAM'S P.P.M. and CHICKETS GUM in the FAMOUS MULLY VENDOR. Buy for Blue Vandyke's Solid Steel, limited now. Buy in Spin Fresh Solid Steel, slug next with coin return, 6 columns, 300 piece capacity, 16 inch coin return, 6" wide, weight, 20 lbs.
No rubber foot for easy insertion and removal. No mounted on wall, pedestal stand or as bracket. Buy one of any merchandise vending machine. Buy one of any merchandise vending machine. Buy one of any merchandise vending machine.

YOUR SALES CAN BE INCREASED BY 30% and your net profit 25%.

IMMEDIATE DELIVERY

Factory Recommended Mully Vendor cannot be sold from now on appearance at operation and from now on appearance at operation and from now on appearance at operation.

standard new machine quality of machine for all

HAROLD MEERS

National Distributor

55 W 47th St. NEW YORK 19, N. Y.

CHARMS AT NEW LOW PRICES

FAMOUS SERIES 21 BIG SERIES 22
PLASTIC \$2.50 PER M PLASTIC \$3.00 PER M
METAL-PLATED \$4.75 PER M METAL-PLATED \$5.75 PER M

METAL EPPY & CO., INC.

113 or 1014 Ave.

RICHMOND HILL 19, L. I. N. Y.

Juke Box Patent Battle Downgrade

Johnson Quits Wurlitzer Post; Firm Intros Personalized Juke

NORTH TONAWANDA, N. Y., April 9.—Carl E. Johnson, vice-president and general manager of the North Tonawanda division of the Rudolph Wurlitzer Company, this week tendered his resignation. R. C. Roling, Wurlitzer president, accepted the resignation and announced the promotion of Ray C. Haimbaugh, director of engineering for the company, to the management of the North Tonawanda division.

Johnson had been associated with the Wurlitzer firm for about 15 years, having joined the company in 1934 at the same time that Roling took over as general manager. Both Roling and Johnson were previously connected with the Oliver Farn Equipment Company and the Murphy-Grumow Company, both of Chicago.

NORTH TONAWANDA, N. Y., April 9.—The Rudolph Wurlitzer Company here this week announced a new personalization photograph for use in commercial locations. Using the Wurlitzer 1080 model because its design is most adaptable to the new program, the unit features a name crest, supplied by the manufacturer, individualized to each location. According to company officials, without extra charge to the operator, the name of the location in which the photograph is to be used will be placed on a plastic panel mounted above the record-changer compartment. A special illumination is used behind the plastic to emphasize the name.

Wurlitzer distributors will furnish operators the complete photograph, personalized with the location names. In addition, a standard mirrored panel will also be supplied to the operator in case he later desires to shift the unit to a different location. The over-all illumination of the 1080 has been made considerably brighter in line with the personalizing program, and a bright gold background is now used in the record-changer compartment.

Ed Wurster, in announcing the new unit, stated: "There's nothing like the personal touch in selling. Manufacturers of belt buckles, tie clasps, cigarette lighters and many other articles know how true this is."

Wurster also said that "when it's (the photograph) in, it stays in (the location) is tough to get out of a photograph with the location's name on it."

One of the first locations to get the new personalized photograph was the Club Thirty One in Buffalo, S. John Rasulo, operator servicing the club, and Leo DiGiulio, a partner in the club, both reported a definite upswing in patronage as a result of the new box.

Late '30s Were Peak Years In Development; First TV-Music Combo Okayed in 1944

Most Patents Granted Assigned to Manufacturers

WASHINGTON, April 9.—Patents granted for the design of juke boxes have been dropping off since the peak years of the late '30s and early '40s, a survey of patent office files disclosed this week. A total of 101 such patents have been issued since 1935, with 1941 having hit a high of 20 grants. Only two juke box design patents were issued during the first three months of this year, while but six were granted in 1948 and the same number the previous year. The low year was 1942 when only two patents readily identified as belonging in the juke box design category were granted. The years 1938, 1939 and 1940 were good for patents granted, with 13, 14 and 12, respectively, having been issued in those years.

Encore Appoints 2 New Reps In Ill., W. Pennsy

CLEVELAND, April 9.—The appointment of two new distributors for its wall and bar boxes was announced this week by the Encore Manufacturing Company. According to Meyer Marcus, firm head, World Wide Distributing, Chicago, will now handle Northern Illinois, and Coin Machine Distributing, Pittsburgh, will represent the line in Western Pennsylvania. Marcus, who recently returned from an extensive road trip, reported the new Dial Lighting feature of the firm's products, which was developed by General Electric, has proved a success on locations. Use of a new switch also has stepped up installation time, Marcus reported, eliminating the use of the Coin Machine Distributing wrenches and soldering irons.

World Wide Distributing is headed by Al Stern, while John Larocca is manager of the Coin Machine Distributing Company. Both appointments were made effective immediately.

Among the leaders in having the greatest number of design patents granted were David Rockoff, Lloyd Andres, Paul Fuller and Harry Roberts, all of Chicago. Among the few of them, they hold more than half of all juke design patents.

Unlike most vendor design patents (The Billboard, March 19), the majority of juke design patents were assigned to a manufacturer at the time they were granted.

REC Holds Patents

The survey showed that the Reconstruction Finance Corporation (RFC) is the holder of two design patents on juke boxes. According to patent office records, the designs were patented by Ernest Thompson, Tuckahoe, N. Y., and assigned to RFC.

Juke designs on the whole appear to look fairly reasonable, but now and then a peculiar one appeared. A design patented in 1940 showed a juke in the shape of a tree trunk, apparently covered with bark. The one skinnily juke box was designed in 1941 and appeared to be no wider than a coat rack. About the time New York's World Fair was a New Yorker pat-

(See JUKE PATENTS on page 144)

PMA Meeting Will Discuss Buckeye Tax

April 19 Program Set

CLEVELAND, April 9. — Jack Cohen, president of the Phonograph Merchants' Association (PMA) and chairman of the convention committee, has announced the agenda for the business session of the meeting to be held at the Hotel Hollenden on April 19. Included will be a discussion of Ohio's impending tax bill which calls for an annual tax of \$75 per phonograph.

He plans to discuss items of national importance which vitally affect the industry, such as the effect of television on juke boxes, new equipment and other similar subjects.

A large attendance of out-of-town visitors is expected at the convention, which includes, in addition to the business session a luncheon, cocktail party, banquet and entertainment program.

Pick Hit Tune

As a feature of the convention banquet, Russ Carlyle and his Coral recording orchestra will introduce "Don't Tell My Heart, which has been selected as the Hit Tune of the Month for May in the Monitor. The song, according to Sanford Levine, was written by Gertrude Cohen, wife of the association president, and Buddy Kaye. The latter, with his quintet, have recorded the tune on the MGM label, and this disk music machine in more than 3,000 juke machines in this area next month.

Arnold Wins Award

WASHINGTON, April 9. — Victor recording artist Eddie Arnold was named the top juke box performer of the year by the Washington Music Guild (WMG). He was presented with the award at an annual award dinner at the Washington Hotel. Arnold, who has been named by the Ball, Brown and Gold at Constitution Hall, was named by the WMG.

Five-State Convention Set

More Display Space Added; Opens Apr. 25

Tender All Ops Invite

MINNEAPOLIS, April 9.—Shaping up as the most successful regional music meet undertaken in the history of the phonograph business, the five State phonograph operators' convention is to be held here April 25-26, is now in its final planning stage. Nineteen firms have taken over the 28 booths assigned for display purposes on the mezzanine floor of the Hotel Radisson. Nine four additional exhibitors have taken room space on other floors. At least one new item will be shown at the show, while a number of distributors and jobbers in the Twin Cities will exhibit this year. The show is in comparison with the light show made by these organizations in the 48 meet.

(See 5-STATE MEET on page 144)

Seeburg Juke Box Helps Store Sell Spring Sport Duds

GREENFIELD, Mass., April 9.—A music service proprietor and a clothing store merchant with a specially joined hands in a unique publicity scheme. Parked square in the middle of the window of David W. Bartlett's clothing store on Federal Street is an immense new Seeburg juke box that has attracted the attention of hundreds of passers-by. New to the people of this section, the machine plays 50 records (or 100 selections) continually for a six-hour period.

Tying in the theme "The swing is to spring," the juke box was placed in the window by Arthur K. Strahan, owner of the Monark Music Service on State Street, with a speaker concealed in the transom above the doorway entrance. Surrounded by colorful sport clothes, the juke box just plays on and on—the music pouring out as people pass on their shopping errands.

But they didn't scurry for long as they approached Bartlett's store and

AMM Postpones Election; Pushes Member Drive

INDIANAPOLIS, April 9.—The Association of Music Merchants of Indiana (AMMI), Chapter 1, held its regular monthly meeting Tuesday (5) in the Indianapolis Athletic Club. The election of officers, scheduled for the gathering, was again postponed until the membership drive is concluded. The object is to give new members an opportunity to vote. New members accepted into the group were James Barley, Zinbar Music Company; Harold Meeker, operator; M. G. Butler, and Robert Damp, both local operators. The membership drive will continue for another 30 days.

heard the continual stream of popular music—wondering at first where it came from. Then spotting the juke box, they stopped to look over and at the same time had a look at the new fashions in men's wear.

The machine played after closing hours as well as during the day.

Now the WURLITZER 1080

Personalized
WITH THE **LOCATION NAME**

**The greatest idea yet
for getting and holding
the best locations**

Every location owner will want one of these 1080s because there is no touch like the personal touch. That is why the Wurlitzer 1080, personalized with the location's name, has an appeal that no other phonograph can offer.

AT NO EXTRA COST

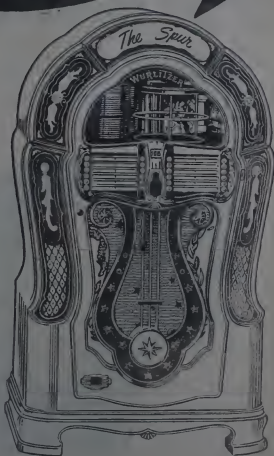
Absolutely without extra cost to you, the name of the location is designed harmoniously into the phonograph on the plastic crest just above the changer compartment.

EXCITING NEW BRILLIANCE

Furthermore, the 1080 has brighter, more eye-catching and a new gleaming gold record-changer compartment backboard to give it greater eye-appeal—stimulate MORE PLAY—BIGGER COLLECTIONS. And, because the Wurlitzer Model 1080 is the finest sound quality phonograph on the market, this means larger profits for you.

Here is a phonograph that will land all types of locations...and sell them up good.

It will be tough for competition to move out a phonograph that is personalized with the location's name.



Remember, too, it is a 24-record phonograph that saves you the expense and bother of supplying unnecessary records.



Model 1100

Smaller, simpler phonograph ever sold. Features the same brilliant Gold Tone and the normally distinctive Wurlitzer sound and record compartment. About the size of a radio. Exclusive Program Recorder and Repeater. The outstanding phonograph.

SEE YOUR WURLITZER DISTRIBUTOR

He will arrange financing—handle all the details—deliver 1080s to you already personalized to install in your locations. The Rudolph Wurlitzer Company, North Tonawanda, New York.

For the Finest in Record Reproduction
Use the New
O. E. Magnetic High Fidelity
HIGHWEIGHT PICKUP
With Removable Needle

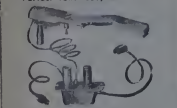


- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer
Kluge
RCA
Decca
EMI
His Master's Voice
Also other makes
ADVANCE MUSIC CO.
1801 Grand
St. N. W.

\$14.95

LIGHTWEIGHT PICKUPS
For All Wurlitzer and Seeburg
Perfect Tone—Easy on Records



Nothing to change—just plug it in
JACOBS MANUFACTURING CO. INC.
Stevens Point, Wisconsin
Sole American Distributor
AT THOMSON CORP. SALES LTD.
31 Thomas, Grand Center

USED JUKE BOX RECORDS

Want it? Prefer records under three months old. We pay one cent for O. B. Boston. Let us hear from you.

SHELDON'S RECORD CENTER
31 Tremont St. Boston 8, Mass.



Quick Change from 5c to 10c, 5c
Now Available: L.M. Conversion Kit.
We furnish 5c—10c Slug Rejector,
Credit Unit, New Name Plate and Rivets
Complete Instructions.

AMI Incorporated

127 NORTH DEARBORN ST., CHICAGO 2



Coin Machine Exports

January, 1949

Countries	N	Total	Phonographs	Av. Price	Vendors	Av. Price	Permanents	Av. Price
Philippines	1	\$24,874	4	\$3,472	\$579	—	—	—
Cuba	12	31,432	118	3,198	280	—	—	—
Venezuela	50	31,375	—	3,659	673	5	2,170	506
Colombia	17	18,372	87	14,477	347	—	—	—
Paraguay	28	8,148	14	8,255	277	19	84	—
Japan	35	8,023	6	3,301	520	18	284	—
British Guiana	20	8,009	—	—	—	—	—	—
Mexico	43	8,797	1	3,124	346	13	1,475	123
Costa Rica	8	4,739	8	3,883	600	—	—	—
Canal Zone	32	4,697	—	—	—	6	770	147
Dominican Republic	13	3,465	10	2,868	238	3	885	334
Switzerland	16	2,177	4	1,292	325	12	87	73
Newfoundland	14	2,903	3	2,226	434	—	—	—
Union of S. Africa	7	2,310	2	1,342	610	—	—	—
Canada	18	2,148	—	—	—	6	746	184
French Morocco	6	1,950	6	1,600	220	—	—	—
United Kingdom	1	1,450	—	—	—	1	1,450	1,400
Peru	2	1,271	2	1,211	683	—	—	—
Kuwait	1	925	1	925	925	—	—	—
Germany	1	709	—	—	—	—	—	—
Tunisia	2	713	2	713	356	—	—	—
Other Countries	17	2,506	—	1,078	539	3	199	38
Totals	1,797	\$201,728	289	\$121,157	\$404	323	\$47,748	\$148

'49 Exports Running Ahead Of '48; \$\$ Increase Revealed

(Continued from page 112)
last year. Game prices climbed to \$187 per unit in the latest report. In January a year ago, games brought an average price of but \$89.

Cuba and two South American neighbors, Colombia and Venezuela, were the principal music buyers last January. Cuba's music merchants

spent \$31,968 for 115 jukeboxes, Venezuela \$30,969 for 46 machines while Colombia's coinmen purchased 57 phonographs worth \$19,577. Two countries long absent from music export lists Germany and French Morocco, brought phonographs during January. The German operator bought one juke for \$709, while a Moroccan music man spent a total of \$1,950 for 6 units. While these sales were not impressive in dollar volume they indicate that both nations have retained an interest in the field and when current restrictions are scaled down or eliminated both will return as regular customers of U. S. made jukeboxes. Kuwait, an island nation in the Persian Gulf under British control, made its first appearance in the list when a music man there bought a new coin phonograph for \$925.

Vendors
Philippine coinmen dominated vendor exports in January, spent \$33,330 for 325 machines at \$135 per unit. Venezuela and Japan were among the few other volume buyers of vendor in January. The United Kingdom bought one vendor for \$1,450, marking its upward appearance of Britain in the list in three years. In 1947 a London operator bought a single unit valued at \$10,000. Game sales were centered around the Philippines and British Guiana. Philippine operators spent \$9,865 for 47 games, which reflect continued popularity of game in the island republic. British Guiana spent \$8,000 for 20 units. Japan, the Union of South Africa and the Canal Zone were among the quantity game buyers in January. British Guiana paid the highest average price for games, \$400. Philippine operators spent an average of \$290 per game.

ASKS RULE CHANGES

(Continued from page 110)
good for a year, but a few people must be alerted to be moved to new games.
The coin machine industry is looking for a new set of rules to govern the game. The new rules are being developed by the American Coin Machine Association. The new rules are being developed by the American Coin Machine Association. The new rules are being developed by the American Coin Machine Association.

Ash Appointed New Distributor For Wurlitzer

PHILADELPHIA, April 9.—Joe Ash, veteran distributor of coin-operated amusement devices, has been named to handle the Wurlitzer coin machine line in Eastern Pennsylvania, Southern New Jersey and part of Delaware, it was learned here this week. Headquarters for the firm for the past 12 years, Ash's Active Amusement Machine Co. Company has never before carried juke box equipment and service departments for music machines and has taken on Joe Hrdlicka as supervisor. Hrdlicka has a background of 13 years with the Wurlitzer company. Ash has been a music operator in his territory for 20 years and was a sales manager and a branch manager for the Wurlitzer company. Ash's branch office is located in New Jersey. Ash is a resident of Philadelphia. Ash is a resident of Philadelphia. Ash is a resident of Philadelphia.

PMA Monthly Hit Tune Selections Aiding Other Ops

CLEVELAND, April 9.—Value of the Hit Tune in the Monthly recordings and gram-line has developed in the past week when it was less than the Phonograph Manufacturers Association (PMA) monthly hit tune selection. The PMA hit tune selection is a hit with additional recordings by the PMA hit tune selection. The PMA hit tune selection is a hit with additional recordings by the PMA hit tune selection. The PMA hit tune selection is a hit with additional recordings by the PMA hit tune selection.

LEAGUES BOON TO LOCATIONS

Shuffleboard Parlor Unveiled In Green Bay; Arcade Included

GREEN BAY, Wis., April 9.—The first of a series of Midwest shuffleboard parlors was opened here last week when Smitty's Shuffleboard Salon, 1105 Main Street, started operations with two exhibition matches, featuring championship women's and men's doubles teams of the area. The parlor is owned and operated by local business men, is equipped with six Monarch shuffleboards, remote controlled scoreboards, 25 amusement machines, soft drink venders, and also serves popcorn, candies and ice cream.

Despite the handicap of bad weather, the opening night crowd approached capacity, according to Roy Bazelon, head of Monarch Shuffleboard. Up from his Chicago factory for the occasion, Bazelon assisted local operators with the premiere activities. His firm was responsible for the floor plan of the establishment as well as all the equipment installed on the premises. Last week-end, Smitty's reported a full house for both Friday and Saturday evenings.

Within the next two weeks, the Green Bay parlor will begin scoring on each of its six shuffleboards on a remote control, much the same way scoring is done in large bowling alleys. The players will go to a cashier, who will direct them to a numbered shuffleboard after players have dropped their fees in coin-operated scoreboards.

Returning from Green Bay early this week, Bazelon announced that he will set up a completely packaged shuffleboard parlor in miniature at the Chicago plant. From this he will be able to show operators just what type of floor plan and equipment to use depending on the space the operator has.

West Coast Firm Builds Trophies For Tournament's

LOS ANGELES, April 9.—A new shuffleboard trophy for leagues and tournaments is being put on the market by Val Dente, of the National Small Sales Company here. The company claims this to be the first trophy made exclusively for shuffleboards. It is finished in 24 karat gold metal and comes with an all metal base. Plastic bases are used on the lower priced models. Sales are being handled toward shuffleboard owners.

The firm is negotiating with dealers and distributors to get nationwide coverage for the product.

Spokane Firm In Production With New Shuffleboard

SPOKANE, April 9.—Shuffleboard animated maple tops and legs mounted in Spanish leather are being produced in Spokane by Simon-Woodcraft, 1414 1/2 Market. Kent Simonson heads the firm.

Many Spokane taverns have been using various types of shuffleboard as replacements for pinball games, which were banned by a new ordinance. Players are charged a fee to play.

erator has for the parlor arrangement. Since his staff is working on the model project, Bazelon said that the new type shuffleboard scoreboard should be completed within 10 days. He also said that his frame assembly for scoreboards now on the point system is ready for delivery. In addition to the frame attachment Monarch is in production on a standard type scoreboard which records both points and frames. On this unit, singles players get up to 15 points or eight frames, while doubles players get up to 21 points or 12 frames.

Perma-Top Will Establish Four Branch Offices

CHICAGO, April 9.—Perma-Top Corporation will open regional offices in four key shuffleboard areas in an effort to step up service and supplies to operators. Jim Guichard, president, announced Wednesday (6).

The first to be established will be a St. Louis office under the direction of Carl Ingoglio, followed soon by offices in Salt Lake City, Cincinnati and Minneapolis-St. Paul. Ingoglio has been working out of Perma-Top's Wells Street branch here.

Guichard explained that each office will be fully equipped with pucks, wax and maintenance tools as well as the firm's line of black and colored playfields and shuffleboard cabinets.

Draws Patrons on Off-Nights To Increase Gross; Owners Had To Be Sold on Idea

Locations Do Heavy Monday Night Business

CHICAGO, April 9.—Proof that a shuffleboard parlor is a boon to the location owner as well as a natural promotion for the industry was reflected in an on-the-street survey made by The Billboard staff of two of the eight local leagues sponsored by National Shuffleboard of Chicago. The survey was conducted Monday (4) night. Six locations, where 12 teams participated, were covered.

Most significant discovery was that each location visited was doing an unusually heavy Monday night trade. This was attributed to the fact that each 10-player team brought along some friends and relatives as a private cheering section and the number of patrons in each location was 40 or more. Considering that some of the places contacted were of the smaller variety, the over-all effect on the tavern trade on league nights was surprisingly favorable. Location owners interviewed in several of the league spots were unanimous in their praise of shuffleboards as a trade stimulator. They also pointed out that while Mondays are given over to league play, business on other nights was also hyped by players who keep the boards in constant use.

Sell Owners

Oddly enough, the majority of the location owners admitted that when operators first approached them on the subject of locating a shuffleboard,

they could see little if any possibilities in the game as an aid to monthly revenue. It was only when some enterprising operator asked them to be his guest and visit a spot that had a board for some time did they begin to see the light. Once the boards were on location a few weeks in their own spots, they began to improvise their own promotional shuffleboard angles. But all stressed the value of the league idea.

National Shuffleboard of Chicago is headed by Bud Beasley and Bill McGuire. Their representative in charge of league play is Pete Rogus, who is experienced in the intricacies of league play. McGuire handles activities of eight leagues visited in Chicago, four on the North Side and four on the South Side. The leagues visited this week were League No. 1 and No. 3, both on the South Side in an area of less than five square miles bounded by Kedzie Avenue, West State Street (East), 63d Street (North) and 74th Street (South).

First league call was at McCabe's, 6758 Halsted Street, owned by Terry McCabe. McCabe's team is leading League No. 1 by six full matches as the league goes into its final week. Crowd included 20 players and their relatives numbered approximately 200. The visiting team, Sandy's, is sponsored by Sandy's Tavern at 511 W. 69th Street. (See Leagues Boon on page 130).

Set 4-State Tourney Rules



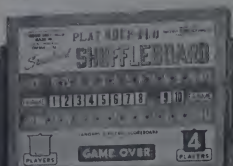
All Locations Notified; Will Use 48 Boards

Play-Offs Start June 16

CHICAGO, April 9.—Shuffleboard locations in Illinois, Indiana, Michigan and Wisconsin this week received official notification of the For State Standard Shuffleboard Championship Tournament, to be conducted by the Standard Shuffleboard Congress of America, June 16-19, in Chicago. The Billboard, April 9. In addition, official rules and regulations covering the four-day tourney were sent by printed on a poster which can be mounted in each location where players are eligible to enter the meet.

Dean E. Douglas, executive secretary of the Standard Shuffleboard Congress of America, reported that 64 playfields (boards) will be used in the tournament. One hundred teams, 121 doubles and 258 singles will compete in the men's division, a 50 singles, 64 doubles and 128 singles will be in the women's play-offs, all types totaling the \$15,000 in prize money. (See Set 4-State Tourney, page 124).

JACK TREKES, Tacoma, Wash., helped to solve the same town's juvenile delinquency problem by opening up the above shuffleboard parlor last fall. As a result of this, the installation blossomed out as a meeting place for not only the teen-agers in the afternoons, but their parents in the evenings. Plant employees use the spot their headquarters, having formed regular leagues with nightly play. The successful civic venture has turned into a profitable business and has done a good job all around. Eight National shuffleboards are located here and a fountain serves soft drinks.



Standard
MODEL 863
Eye-Appealing
Electric Scoreboard!
Double-Faced!
Mount over playfield
or on wall.

Install the new *Standard* ELECTRIC SCOREBOARD *Scores by Frames*

The point system of scoring is as obsolete as the "Monstache Cup".

It's FRAMES Now—increasing the number of games that can be played and adding at least 50% more to the "take" of any Shuffleboard.

Don't be old-fashioned • Get Up-To-Date
Contact Immediately

Standard
SHUFFLEBOARD LEAGUE
3200 West Chicago Avenue • Chicago 31, Illinois

PUCK PATTEN

Chicago:

E. A. Cosson, newly appointed distributor of Perma-Top shuffleboards in the Knoxville area, was in Chicago for a conference with Jim Guichard, Perma Top chief. Cosson thinks his locale will prove a good outlet for shuffleboard despite the fact that there will be no tavern locations. . . L. Lewis, Mero Industries, claims that the stainless steel tops are the fastest playfields to hit the market. . . Frank & Al's tavern in the South Side is rapidly becoming the place where league players

gather for a few friendly games after league schedules have been completed on Monday nights. The boys have purchased a new location just opposite their present one on 71st Street and expect to move in shortly. Frank and Al consider themselves lucky to get the new location in the same block just as their lease was expiring.

Pete Roskus, who sees that league play runs smoothly for National Shuffleboard of Chicago, probably has one of toughest schedules of any. (See Puck Patter on page 129)



AT LAST . . . SHUFFLEBOARD TROPHY

World's First and Only
Created by Master Artists

With accurate detail and to scale
in 24 karat gold plate finish

All metal base (plastic base at lower price)

All shuffleboard owners will need and demand many trophies
for their leagues and tournaments

CONTACT US IMMEDIATELY

For Open Dealer and Distributor Territory

NATIONAL SELECT SALES CO.

7520 MELROSE AVE.

LOS ANGELES 46, CALIF.

DISTRIBUTORS—OPERATORS
TERRITORIES OPEN
BUY BETTER—SAVE MORE

"Snap-On" Fluorescent Shuffleboard Lights—fits all shuffleboards. Just snap them on, then watch those extra coins roll in. . . . Engineered by lighting authorities for more complete light coverage and visibility. They're beautiful. . . . Gorgeous chrome with bright natural Rubber Puck Protectors.

Single
\$19.50

Set
\$35.00

F.O.B. Chicago

IT'S FORMCO AGAIN HORSECOLLAR-SHUFFLEBOARD

Formco now offers two types of metered Electric Scoreboards.

Dual type for Horseshollar, Baseball (50 points) or regular Shuffleboard game.

ONLY \$175.00

Including Remote Buttons on both ends.

Single type for Shuffleboard score only. 15-21 points.

ONLY \$145.00

Including Buttons on both ends.

F.O.B. Chicago

In conforming with our reputation, these are exceptionally Quality-Plus Built. Easy to install on shuffleboard or wall. Light in weight, plus numerous other improvements.

We are still meeting the demand on our 12, 14, 16, 22-foot shuffleboards. Maple — Masonite.

"You may buy for less, but you cannot buy for less, the best — Quality Our Reputation."

FORMCO ENGINEERING & LIGHTING MFG. COMPANY

DIVISION OF COIN-PLAY AMUSEMENT COMPANY

4334 North Western Avenue, Chicago 18, Illinois

IRVING 8-5717

THE BEST SHUFFLEBOARD DEALS IN AMERICA

ALL-STEEL SHUFFLEBOARDS

GREATEST DEVELOPMENT IN 15 YEARS

WORLD'S FASTEST
TOP

PATS. PEND.

First Time Offered
NO COMPETITION

HOTTEST SELLER

IN THE AMUSEMENT INDUSTRY

- The only all-steel shuffleboard in America.
- Exclusive leg-leveling device in top. No bending.
- Sponge rubber lining throughout eliminates noise.
- Eliminates daily maintenance, costly resurfacing.
- Unconditionally guaranteed not to warp, twist or dent.

ONLY
\$375
DISTRIBUTOR'S PRICE

NEW ELECTRICAL SCOREBOARD
Reduces Playing Time!
Increases Profits!
Games end on points or frames,
whichever comes first.

BUY FROM FACTORY
See all steel
Shuffleboards
made

IMMEDIATE
DELIVERY

LOWEST
PRICES ON

WOOD SHUFFLEBOARDS

With Maple Wood
Formica and Black Tops

9 FT., \$99.00 22 FT., \$295.00

ASK A PLANE, PHONE OR WIRE FOR EXCLUSIVE TERRITORIES

SHUFFLEBOARD SPECIALISTS

1934 S. MICHIGAN AVENUE, CHICAGO 5, ILLINOIS WEBSTER 9-3795-67

THANK YOU!

Your orders have made us again expand our factory facilities because you, our distributors, have discovered

IT'S A SURE BET WITH

SHUFFLETTE

AMERICA'S
FINEST Shuffleboard

8 FOOT LAMINATED MAPLE PLAYING FIELD—2 INCHES
THICK AND 10 1/2 INCHES WIDE WITH HIGH SPEED FINISH
OVERALL LENGTH 9 FEET—WIDTH 20 1/2 INCHES

ACT NOW!

JOIN THE "SHUFFLETTE PROFIT PARADE"

TERRITORIES
AVAILABLE FOR
ESTABLISHED AGENTS,
DISTRIBUTORS PHONE Garfield 2577

PRICE \$199.50

ACTUAL
WEEKLY
CERTIFIED
INCOMES
FURNISHED UPON
REQUEST

SHUFFLETTE, INC.

117 SYCAMORE ST.

CINCINNATI 2, OHIO

Leagues Boon to Locations; Draw Patrons on Off-Nights

(Continued from page 32)

McCabe said that prior to the introduction of league play nine weeks ago, Monday was one of the slowest nights of the week as far as trade went. When the league starts in his location on alternate Mondays, however, business now rivals Saturday night trade. He also said that steady business is also steady now since shuffleboard has become a family game in his neighborhood.

Helps Trade

At Ruth and Les', 208 W. 6th Street, Mrs. Ruth Lison, location owner, pointed out that shuffleboard play came to her establishment at a time when the tavern business was hitting a low ebb. Trade has picked up noticeably since her tavern has become a shuffleboard center, she said. Smaller in size than McCabe's, Ruth and Les' was doing a much better than average Monday night business. Opposing team Monday was The Friendly Tavern, 3333 Vincennes Avenue. The Ruth and Les' team is tied with Duane's Tavern for second place while The Friendly team, sponsored by Elizabeth DeWolf, is in fourth place.

Final match of League No. 1 took place at Sheehan's, 6753 Wentworth Avenue, a spot owned by George Sheehan. His team opposed Duncan's and followers of both teams plus other patrons of the place made for standing room only while league play was in action. Location owner Sheehan stated that altho his team is but fifth in the league none of the team's players have lost their enthusiasm for the game and are hoping to do better when another season gets under way. He claims that Monday night trade before shuffleboards was hardly worthwhile but has increased several times over in

the past three months. One of the arguments things mean the size of Sheehan's was that he had the location a good long time before he came from Chicago. He said that he had been in the business for a long time and had been in the business for a long time.

Frame Basis

All points in League No. 1 were on the frame basis. In League No. 2, 3 were scored and won on the same basis. All league members pointed out the large Maple playing field that shuffleboard offers as the reason for its popularity. The home fields this week were Frank and Al's 3017 W. 59th Street, owned by Frank Slezak and Al Torgerson; Gus's Tavern, 270 W. 71st Street; and Wagon's on West 63rd Street. Their opponents were the Paul Elephant, Gabri's and a team from Joe and Sophia's Tavern.

Almost half of the players were reached at 11 p.m. so late it was obvious that league play had brought big turnouts and the locations were benefitting from the assembly to two games on the side. All clubs in League No. 3 were on the point score basis.

AS FEATURED IN ARTICLE ON PAGE 119 OF BILLBOARD DATED APRIL 9
HERE IS THE MASTER PORTABLE
RESURFACING MACHINE
FOR MAPLE SHUFFLEBOARD TOPS
PUTS TRAIL AND COMPLETE JOB
IN 3 HOURS
Write for full particulars
U. S. SHUFFLEBOARD EXCHANGE
60 E. 42ND ST. NEW YORK 17, N. Y.

THE OHIO BEAUTIFUL
THE BEST YET

J. M. SHUFFLEBOARD CO.

17 N. SCHENLEY AVE.
YOUNGSTOWN 9, OHIO

PHONE: 9-3496

IMMEDIATE DELIVERY

ORDER YOUR
SUPPLIES
FROM US

Weights, Score Sheets, Powdered, Liquid and Paste Wax, "T" Squares.

If you are a shuffleboard manufacturer we will be glad to supply you with supplies.



SIZES: 16, 18, 20, 22 FT.
REGULATION SIZE: 22 FT.
OHIO JR.: 11 FT.

If you want the best get in touch with us. The OHIO looks the same today tomorrow, or next year. Get a sample to be convinced.

WANTED

Distributors and Operators. No contract to sign unless requested. Solid maple tops only—Masonite by request.

Start out as an operator and later you can become a distributor

STRIKE HITS MASONITE USERS

**5 to 6 Weeks
Top Supplies
Now on Hand**

Maple Fields Unaffected

LAUREL, Miss., April 9.—With the strike which has halted production of all masonite products now beginning its second week, indications were that the work stoppage would continue for at least several more weeks. The plant here is the sole producer of masonite discstock as used for playfields by several shuffleboard manufacturers.

The strike, involving the International Wood Workers (CIO), began midnight March 31 after the union's one year contract had expired. During the six weeks prior to the stoppage, masonite labor relations officials and union spokesmen continued an average of two times a week, but the parties in dispute were unable to agree on a satisfactory

settlement. Over 2,300 workers are affected by the strike.

Supply Shipments
Meanwhile, in Chicago, spokesmen from the firm's executive offices declared that masonite shuffleboard supplies in the company's warehouses would be shipped to customers with previously placed orders until the supply is exhausted. They also disclosed that, since firm representatives and union spokesmen will continue to meet to discuss a new contract, there is still hope that the strike will come to an abrupt end. But they emphasized that a long strike is anticipated.

Firms Affected
Among the firms affected by the stoppage are Perma-Top, Chicago Coin and Mercantile Display, all of Chicago; Olympic, Los Angeles, and Penn Shuffleboard, West Chester, Pa. All stated that they had in the neighborhood of five to six weeks' supplies of top on hand. Following are comments by officials of some of the firms affected:

Jim Guichard, Perma-Top: "I believe that masonite playfields are the most satisfactory for shuffleboard play. My firm will continue to produce at capacity until there are no more tops available. At present Perma-Top has six weeks' supply of

masonite tops on hand. If the Laurel strike lasts for several weeks and my top supply runs out, I will close the plant, take a vacation and wait for the strike to end. There will be no attempt to increase prices to take advantage of the strike."

Dick Heramb, Mercantile Display:

"Naturally, the strike will hurt any shuffleboard producer using masonite tops if it lasts for a prolonged period. With our present stock of five weeks' supply we hope to have enough on hand to weather the strike. However, since we also make boards with maple tops, we hope to switch some customers from the masonite tops to maple if the strike turns out to be a long one. We have found that some operators prefer masonite tops while others are just as sold on maple."

**Nationally acclaimed the finest
scoreboard ever made!**

**SHUFFLEBOARD
HORSE COLLAR
SCOREBOARD**

DeLuxe Ultra-Modern Unit

SHUFFLEBOARD SECTION LIGHTS
ON DEPOSIT OF 1 TO 4 DIMES...
FIFTH DIME SWITCHES PANEL
LIGHTS TO HORSE COLLAR SEC-
TION.



Mechanism has been tested and proved on location since last June. Designed for fast, easy scoring. Unit completely self-contained.

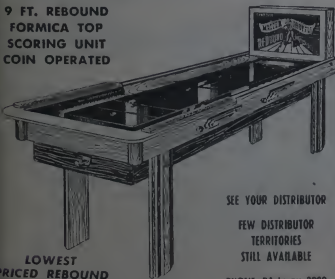
Control buttons mounted conveniently. Instant push button action. 10¢ drop chute. Automatic coin counter. Moulded Masonite cabinet with chrome trim. Can be attached to wall or used with its chrome pedestal stand. Alternate "Shuffleboard - Only" panel, easily installed, for locations so desiring available at small extra charge.

Increase your take and hold these top locations with the nation's smartest, most trouble-free scoring unit. Inquire about distributorship availabilities.

Write! Wire! Phone!
L. & F. ENTERPRISES
1157 POST STREET
SAN FRANCISCO 9, CALIF.
Phone: PRospect 6-2630

**THE SURE WAY
FOR SURE PAY
IS THE
SHUFFLEMASTER WAY
COIN OPERATED
REBOUND SHUFFLEBOARD**

**9 FT. REBOUND
FORMICA TOP
SCORING UNIT
COIN OPERATED**



SEE YOUR DISTRIBUTOR

FEW DISTRIBUTOR
TERRITORIES
STILL AVAILABLE

PHONE—Parkway 2900

**LOWEST
PRICED REBOUND
ON THE MARKET**

OHIO SPECIALTY COMPANY

29 WEST COURT STREET

CINCINNATI 2, OHIO

PROPER LIGHTING MEANS MORE MONEY

INCREASES YOUR PLAY



Dimensions:
Shade—12" diam.
Height from lamp
to table—30"

NO DARK SPOTS
NO CLARE

**SHUFFLEBOARD
LIGHTS**

IMMEDIATE DELIVERY

\$5.95
Each

Lots
Of 12 **\$4.95**
Ea.

WILL MOUNT ON ANY SHUFFLEBOARD

Terms: 1/3 Deposit—Balance C. O. D.
Full cash required on orders of \$25.00 or less
Special discount to distributors on
quantity order

UNIVERSAL PRODUCTS CO.

6812 W. North Ave. Chicago 35, Illinois
Phone MEtrimer 7-7469

TERRITORIES OPEN TO DISTRIBUTORS

HERE
AT
LAST!

Something NEW in SHUFFLEBOARDS

MERO

ALL STEEL SHUFFLEBOARDS

WITH SLICK STAINLESS
STEEL TOP

FASTER THAN ANY
OTHER PLAYING
FIELD



DISTRIBUTORS
WANTED

Compare
THESE
ADVANTAGES!

- Will not war—dent—warp
- Chrome roll around complete board
- Sleaming Stainless Steel trim
- Simple to install
- Leg adjustments operated from top
- Shipping weight same as wood shuffleboards

Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can ruin the beauty or playing quality of the MERO ALL-STEEL SHUFFLEBOARD. The finest Eastern Hard Maple Top is available if desired.

Mero Manual or Coin Operated
ELECTRIC SCOREBOARDS

Guaranteed accurate score
keeper that insures against
embarrassing questions
when making collections. To Operators

\$119.50

- Instant action scoring at both ends of board.
- Interchangeable coin or manual scoring.
- Automatic counter registers accurate number of plays.
- Mirror front — multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.



MERO COIN BOX

5 or 10c Plug-in.

\$20.00 additional

Complete with remote control buttons.

ABT COIN BOX

\$30.00 additional

Complete with remote control buttons.

MERO INDUSTRIES

MERO BUILDING
1332 W. 69th ST., CHICAGO 36, ILL.
Phone: HUDSON 3-2387

SEE
THE

Mercury
SHUFFLEBOARD

AND YOU'LL
HAVE NO OTHER!

Black Top or Maplewood Top



16' - 18' - 20' - 22' lengths

Manufactured By
MERCANTILE DISPLAY, INCORPORATED

1525 N. CLARK ST.

CHICAGO 10, ILL.

SEBRING

DE LUXE
SHUFFLEBOARD

THE FINEST AT ANY PRICE

A. G. SEBRING CORPORATION

2100 W. ARMBRISTE
CHICAGO 27, ILL.

GIVE TO THE DAMON RUNYON CANCER FUND

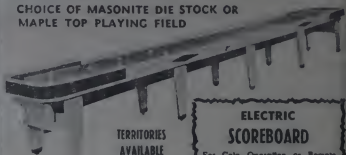
YES!

IT'S STURDY
IT'S DEPENDABLE
IT'S PROFITABLE

OUR 22 FOOT

SHUFFLEBOARD

CHOICE OF MASONITE DIE STOCK OR
MAPLE TOP PLAYING FIELD



TERRITORIES
AVAILABLE

NOW
AVAILABLE!

PRICED RIGHT

SEE IT ON DISPLAY AT OUR SHOWROOMS

MARVEL MFG. CO.

2847 W. Fullerton Ave.

Phone: Dickens 2-2424

Chicago 47, ILL.

**ELECTRIC
SCOREBOARD**

For Coin Operation or Remote Control

The ONLY Scoreboard That Can Be Used for Popular Games Like "HORSE COLLAR" and "BASE BALL" (30 Points). Also Scores 15 and 21 Points for Regular Shuffleboard Game

PURVEYOR World's largest shuffleboard supplier and manufacturer

Our quality merchandise keeps operators in the money.

Purveyor official length Shuffleboard; your choice of Maple or Formica Top **\$595.00**

Regular Scoreboard, metered mechanism, coin operated or remote control **149.50**

Clamp-on Fluorescent Lights, fits all shuffleboards, simple to install **\$19.50 each \$35.00 per set**

Purveyor Deluxe Scoreboard, the last word in electric scoring units, play horseshoe or baseball **\$199.50**

Purveyor Jr. Shuffleboard, quality construction, made to order for the smaller location **199.50**

WE CARRY A COMPLETE LINE OF SHUFFLEBOARD SUPPLIES AT ALL TIMES

PURVEYOR SHUFFLEBOARD CO.

4322-24 No. Western Ave.

Phone: Juniper 8-1814

Chicago, Ill.

**WICO'S
SHUFFLEBOARD
POWDER**

• LONGER WEAR • HIGHER GLOSS
• SPEEDIER PLAY
WILL NOT SCUFF OR HARM ANY
SHUFFLEBOARD SURFACE

Packed 12 One Pound Cans To A Case

50¢ PER CAN

Distributors: Quantity Rates Write For Details

GENUINE ORIGINAL PATENTED PUCKS
Finest Precision Machined—Write for Details

WICO CORPORATION
2013 N. PULASKI CHICAGO, ILL.

[illegible]

Baltimore:

(Continued from page 133)
House of Delegates legalizing pay-
ment on pinball, console and bell
machines in Baltimore County,
could mean a great deal to Balti-
more city operators since about 90
percent of them have some stops in
the county.

The Maryland Senate passed a bill
March 25 to recodify and revise
generally the laws relating to State
admissions and amusement taxes.
Awaiting Governor Lane's signature,
after final passage also by the State
Senate March 26, is a bill authorizing
fraternal, religious, patriotic,
educational and charitable organiza-
tions to conduct bingo games in
Baltimore which purposes are de-
voted to charitable purposes or to
"furtherance of the purposes" of the
organizations.

The bill providing for a referendum
on the operation of bell ma-
chines in Charles County was finally
passed in the Maryland Senate
March 25 after adoption of a House
amendment, and went to Governor
Lane.

Roy McGinnis Company is getting
deliveries of Chicago Coin's Pistol
time. Earl Lipe, manager at Mc-
Ginnis, says operators are turning in
enthusiastic reports about the new
five-ball game. March 25
Delegate Alexander introduced in
the House of Delegates a measure
to pay \$30 annual license for
pinball machines and similar devices
on Frederick County, with half the
proceeds from the fees to be divided
between the county and the Em-
ergency Hospital in Frederick.

A House-approved bill to extend
the Harford County liquor curfew
from midnight to 1 A.M. received
Senate approval March 28. The
House, March 26, passed a bill to for-
ward the Anne Arundel County Com-
missioners to issue licenses for bingo
amusement parks, to prohibit install-
ment of pinball or bell machines in
grocery and drugstores, or theaters,
in any confectionery store located
within 1,000 feet of a school, and to
prohibit Sunday carnivals.

Representative Sasser (D., Md.)
has urged the establishment of a tax
commission for the District of Col-
umbia, Maryland and Virginia, with
regarding the tax structure
of Greater Washington, which
extends into the two States. Sasser
covered over half of the population of
Metropolitan Washington was outside
the District of Columbia. He
outlined out that part of Greater
Washington has a sales tax (Mary-
land portion) and part has not.

The House of Delegates passed and
sent to the Senate a measure specifi-
cally that amusement taxes collected
in the Bethesda area of Montgomery
County shall be expended by the
county council for the benefit of that
area.

FOR SALE

EXCELLENT CONDITION

American 3 Cushion

REBOUND

\$299.50 Each

BYRON NOVELTY CO.

1000 Pershing Ave., Chicago, Ill.

MIDWEST DISTRIBUTORS

We carry and sell 250,000 in stock
and have a large stock of 250,000 in stock
and have a large stock of 250,000 in stock

Central Amusements

Box 348, c/o The Billboard Pub. Co.,
100 N. Clark St., Chicago 3, Ill.

Calendar for Coinmen

- April 10—Cleveland Phonograph Merchants' Association (CPMA), annual convention and banquet, Hollenden Hotel, Cleveland.
- April 24—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Statler Hotel, New York.
- April 25—Five States Music Convention, annual convention and exhibit, Hotel Radisson, Minneapolis.
- April 25—Iowa Automatic Music Operators' Association (IAMOA), quarterly meeting, Hotel Radisson, Minneapolis.
- April 25—South Dakota Phonograph Association (SDPA), quarterly meeting, Hotel Radisson, Minneapolis.
- June 5—National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.
- June 19—International Store Modernization Show, annual meet and exhibit, Grand Central Palace, New York.
- July 26—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 153 North Clark Street, Chicago 1, for listing in this calendar.)

Chicago:

(Continued from page 132)
emissary of the Maple Leaf vending
industry last week. The visitor,
Alan M. King, heading Polaromat,
Inc., in Montreal, explained views
on the future of automatic merchan-
dising in his country with Alex.
King's firm operates ice cream ven-
dis.

Visitors have been flocking to the
United Manufacturing plant these
past few days to say hello to Lyn-
Durant, president, and the rest of
the gang. Among those who dropped
in were Dave Simon, Simon Sales,
New York; Carl Trappe, Ideal Na-
tivity Company, St. Louis; Bill
Marmer, Sicking, Inc., Cincinnati;
Mrs. Lotte Berman, Sicking, Inc., In-
dianapolis; and Mack Watson, an
operator in Cedar Rapids, Ia. Billy
DeSelm, sales manager; Ray Rieh,
and Herb Oettinger reported all the
visitors were enthusiastic about the
United's new game, Carolina.

Bally Manufacturing Company ex-
ecutives welcomed a number of visi-
tors to the plant last week. In-
cluded were Clarence Camp, Mem-
phis distributor; Jack Rosenfeld, in
town from his St. Louis headquar-
ters; H. C. Childers, of Port Madison,
In., and finally, Don Marquis, who
was visiting Chicago from his home
in Fargo, N. D.

Art Weinand, Rock-Ola sales man-
ager, has been spending more time at
his desk these days. Art's rugged
road schedule in 1948 kept him
jumping from one end of the country
to another. So far in 1949, he re-
ports, the trips have been fewer, and
the hours spent in Chicago and at
home with his family, have been
longer. Firm is producing its juke
box on schedule and making deliv-
eries to distributors thruout the
United States.

R. L. (Smitty) Smith, sales cor-
respondent and road representative for
Buckley for many years, retired
April 1. His brother, Perc Smith,
credit sales manager for Exhibi-
tunity for over two decades, named
away last year.

Howie Freer, Empire Coin Machine Exchange,
claims that the juke game and bell
business has shown a marked up-
swing in the past three weeks. His
lenses, Gil Kutz adds that foreign trade
has also started an upward climb,
particularly with South American
interest. Herb Jones, Bally vice-
president, reports that the one bell
operation and its rising mate, Lex-
ington, are beginning the seventh
month of full production. Firm's
newest console, Spot Bell, is also
moving with increasing rapidity to
customers.

Sam Lewis, Chicago Lion, says
that the ball players of 49, for
going has all action, is already
showing well on location and pre-
dicts that the game will gain in
popularity following the opening of
the baseball season April 19.
Wally Flint, World Wide Distribu-
tor, is vacationing on Florida
beaches, contemplating ways of in-
cluding the area's sunshine in coin

Washington:

(Continued from page 132)
ent soft drink venders, \$3; cin-
narette dispensers and juke boxes, \$5,
and ice machines, \$25. Candy vender
licenses cost \$5 to \$10 depending on
location. An optional license is also
issued on merchandise dispensers
with an initial fee of \$10 plus a
\$1,000 bond posted for performance
required of each business concern.
In addition, 12 cents per \$1,000 of
gross revenue is collected. Accord-
ing to Beson, many of the larger
companies prefer this method as
being more equitable.

Two new releases by Decca are
well on the road to success in the
Washington area, according to Fred
Turner, of Decca Distributing Com-
pany. They are He Lies, He Lies,
He Lies, sung by Bing Crosby and
Evelyn Knight, backed by "Every-
where You Go," and the Andrews
Sisters in "Hurry, Hurry, Hurry"
about which Turner predicted a
similar success for the former since
Evelyn Knight has been considered
top in this section for months and
Bing is always a favorite. In fact,
the Washington distributors had
quite a few orders before the platter
was released early this month, he
said. Locally Gordon Jenkins' "
Again" is selling well because the
soloist is former WINX disc jockey
Joe Josh singing under the name
of Graydon. "It looks like we'll
be loaded with good tunes right thru
the summer months," Turner pre-
dicted, pointing out that Decca now
had seven of the top 10 tunes.

An entire chapter is devoted to
pinball and bell machines in "You
Can't Win," a new book by Ernest
E. Blanche, North Chicago Press, Md.,
published last week by the Public
Affairs Press in Washington. The
volume which presents facts and fa-
cilities about gambling summarizes
Dr. Blanche's studies in the field
during a 15-year period. He de-
scribes with a good deal of pinball ma-
chines as well as telling how they
can be used for amusement and for
acquiring skill. In discussing the
background of the business he uses
New York City as an example. The
coin machine chapter also includes
a description of new types of ma-
chines and a statement of what deli-
cates are doing in the field.

Another sure sign of spring—ser-
vice stations in the area are moving
cokes and soft drink vending ma-
chines outside again.

Henry Strong is a
Reno to represent O. D. Jennings
at the first showing of the 1949
Sun Chiefs scheduled to take place
in the Midway Hotel April 5-6. New
line features solid chrome front
model. Dick Wiggins, Standard
Coin head, is putting the finishing
touches on coin chutes which he
plans to sell to suburban rail lines
and vender operators at metro-
politan air ports and similar traf-
fic locations. Present unit has a \$310
change capacity.

NEW PACE
'49 BELLSNEW, EXCLUSIVE
PACE 4th REEL
SUPER JACKPOT

All Mechanical.
No Electric Parts.
HAS NO EQUAL FOR
STIMULATING PLAY!

5c—\$260—J. P. PAYS \$	50.00
10c—275—J. P. PAYS	125.00
25c—290—J. P. PAYS	250.00
50c—370—J. P. PAYS	500.00
\$1.00—535—J. P. PAYS	1,000.00

STANDARD CHROME BELLS

5c	\$200.00
10c	215.00
25c	230.00
50c	310.00
\$1.00	475.00

ALL MACHINES WITH ANY PAYOUT OR
REELS—MYSTERY 3/5—ONE
CHERRY 2/5—CRISS CROSS 2/5

SINGLE COIN CHUTE
CONSOLES

All mechanical action.
Lights for rewards and display.

5c	\$300.00
10c	320.00
25c	340.00
50c	400.00

JOBBER GET SPECIAL DISCOUNTS.
WRITE OR WIRE FOR PRICES.

PACE MFG. CO., INC.

2909 INDIANA AVENUE
CHICAGO 16, ILLINOIS

BEST BAYS YET!

REBUILT POSTWAR
PHONOGRAPHS

Thoroughly Overhauled
and Refinished
Unconditionally
Guaranteed

Wurlitzer 1100.	\$559.00
Wurlitzer 1000.	379.00
Wurlitzer 1015.	359.00
Wurlitzer 1017.	375.00
Seeburg 147M.	459.00
Seeburg 146M.	359.00
Rock-Ola 1422.	269.00
AMI, 1946	419.00

PHONOGRAPHS LISTED ABOVE ARE COMPLETE AND IN WORKING ORDER. FOR DAVIS GUARANTEE ADD \$35.00 TO PRICE OF EACH.

WURLITZER SEEBURG

750\$179	1941 B.C.	SPECIAL\$199
950119	ENVOY R.C.	129	
850119	HIGH TONE R.C.	129	
50089	HIGH TONE, E.S.	109	
60084	COLONEL-MAJOR 19		
Victory69	CLASSIC-VOGUE	89	
2469	RECAL	79	
4161	CONCERTGRAND	69	
		CEM.		

ROCK-OLA

COMMANDOR	579	DE LUXE	579
SUPER	69	PRESIDENT	79
MASTER	79	TWIN 12	39

WE SPECIALIZE IN
EXPORT TRADE

A DAVIS
GUARANTEE
MEANS ---

1. Mechanism Overhauled
2. Worm Parts Replaced
3. Amplifier Reconditioned
4. Speaker Inspected
5. Tone Head Renewed
6. Cabinet Professionally Refinished

WALL BOXES

SEEBURG 3W-LSA 54, 5-Wire\$29.00
SEEBURG 3W-LSA, 5-Wireless29.00
SEEBURG 3W-LSA, 5-Wire and Wireless35.00
SEEBURG 3W-LSA, 5-Wireless Barmatic35.00
SEEBURG 3W-LSA, 5-Wire Barmatic35.00
ROCKOLA DIAL-A-TUNE35.00

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.

DAVIS SEEBURG
FACTORY DISTRIBUTORS

738 ERIE BLVD. EAST
SYRACUSE, NEW YORK

PHONE 5-5194
BRANCHES
BUFFALO
ROCHESTER

COIN RADIO KITS

ASSEMBLE YOUR OWN
DETAILED INSTRUCTIONS FOR
COMPLETE UNITS

Enter into Highly Profitable Business with a Sound Cash Outlay. Easily Assembled with Ordinary Tools found in any Home Workshop. Beautiful Cabinet—Attractive Turn-of-the-century design. Long-lasting quality—equal to the type of Cabinet, or top half of the PLASTIC CABINETS, Extra Heavy, Grid Etched for TABLE, or top half of the Canine Model.

TIMBERS 1000 for 1 or 2 hr. OR 1000 for 1 hr. 10 min.

METAL RINGED BASE RACK.....4.95

No-Chat Cohn Box and Brackets.....1.40

2 Lamps, Wire Grid, Name Plates, etc.....1.80

A.C. RADIO CHASSIS RCA-5-Tube Superhet. Completely Wired, U.I. Approved.....13.30

PLASTIC BASE, Extra Heavy 10 Lamp Complete CONSOLE MODEL.....4.50

BEAUTY PAULER DRYER HEAD SETS AND HOLDER (extra).....1.80

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KR
Can Be Serviced Down
or Hooked to Table
with "T" Clamp.
Complete KR.....\$31.00

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BOXES

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PRICES MARKED DOWN!

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GIVE TO THE DAMON RUNYON CANCER FUND

Record Reviews

(Continued from page 46)

RATINGS
(100 Point
Maximum)

90-100 TOPS = 80-89 EXCELLENT = 70-79 GOOD
40-69 SATISFACTORY = 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS	OVER-ALL
100	90
80	80
70	70
60	60
50	50
40	40
30	30
20	20
10	10
0	0

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS	OVER-ALL
100	90
80	80
70	70
60	60
50	50
40	40
30	30
20	20
10	10
0	0

POPULAR

THE KING COLE

TRIO

(Capitol 15181)

If You Stub Your Toe

On the Moon

Net's stylish rendition of the floor overly ditty from the "Conquered Yankee" disk has loads of individuality and a character that should be one of the big disks of the future.

Don't Cry, Cry Baby

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

ALAN FOSTER

(Rogers 150)

The Heart Is Full of Sweethearts

A rich, vibrant job of warbling of a promising recitation. Barking by organ, aqueous box and guitar to clever and effective.

We'll Still Be Honey-mooning on Our Gold-on Wading Day

Another standout performance, but material doesn't promise as much as flip.

LUCILE JOHNSON-RAY CARTER & MASQUERADER

(RCA 801)

All Right, Louis, Drop the Gun

Origins, comedy bits interpolated here make for an amusing record, but release is probably too late to make a dent.

I'm Laughing Up My Sleeve

Old style weeper doesn't come across very convincingly.

PHIL BRITO

(Mercury 881)

When Your Hair Has Turned to Silver

With the aid of an organ and strings the standard with much warmth and feeling.

The Shrine of St. Cecilia

Bruto does a song with which he has been associated since it hit the charts a year ago with the organ and agate sings well.

WOODY HERMAN ORK

(Jaton 1041)

That's Right

The first single wonder why an A-1 tune into a hit, especially with the help of Terry Gilmore and the Blue Belles.

I Got It Bad

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

MEL TORME

(Mercury 473)

Blue Moon

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

TREVOR BACON

(Tab Smith 01)

I'm Sorry About the Whole Affair

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

All Night Long

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

Three Wishes

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

Need You

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BOB CROSBY-Crew Chiefs

(Mercury 874)

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POPULAR

JOHN LAURENZ

(Mercury 881)

When I'm Sometimes

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

The Story of My Life

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

ELMO RUSS

(Paramount 111)

The Pyramid Song

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

JOHN LAURENZ

(Mercury 881)

A Kiss and a Rose

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

ANNE VINCENT-MITCHELLER ORK

(Jaton 1041)

Ball My Love

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

SARAH VAUGHAN

(Mercury 881)

I'm Glad There's a You

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

Button Up Your Overcoat

A fine new instrumental ballad finds Cole to top form here too, as he gives it that restrained, hush treatment that's his forte.

TREVOR BACON

(Tab Smith 01)

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BOB CROSBY-Crew Chiefs

(Mercury 874)

RATINGS (100 Point Maximum)		90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR					RATINGS (100 Point Maximum)				
ARTIST	TUNES	OVER-ALL	THE HITS	THE LOOSEST	THE BEST	ARTIST	TUNES	OVER-ALL	THE HITS	THE LOOSEST	THE BEST
COMMENT						COMMENT					
HOT JAZZ						RELIGIOUS					
GEORGE AULD ORK The Jerry Morgan act arrangement of the fam- ous "Believe Me" is sum- mering and swinging. The melody is current all the way. The solo is a real treat and a good one for the band. The music is just what it is. The music is just what it is.	70-73-74-63					DEACON UTLEY & THE SMILE AWHILE QUARTET (Columbia 2082)	52-50-54-N5				
THE HOLLYWOOD BOSSAZ The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	66-69-68-60					Someday We'll Know The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	63-62-64-N5				
BEN WEBSTER ORK (Mercury 8013)	68-68-68-68					JIMMY GIESSE & The Gospel Music Makers (Mercury 4615)	78-79-79-76				
THE HOPKINS The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	68-68-68-68					Gospel Talking Song The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	81-83-83-76				
WAKER UP CHILLED The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	68-68-68-68					The Story of Noah The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	82-84-84-78				
MIFF MOLE & HIS DIXIELAND ORK (Mercury 8010)	69-68-66-73					THE DIXIEAIRES (Mercury 8014)	77-80-80-72				
THE JACKSONS The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	67-69-67-65					Joshua The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	82-85-84-78				
CHARLIE PARKER Machito Ork (Mercury 1017)	78-81-79-74					THE FIVE TRUMPETS (Victor 22-0810)	82-85-84-78				
MANGO MANQUE The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	75-77-72-70					Cut Out the Mountain The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	82-85-84-78				
CHIEF The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	75-79-74-71					Not by Hand The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	82-85-84-78				
CHARLIE BARNET The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	75-80-75-70					So Soon The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	82-85-84-78				
PAULINE DAWSON The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	60-60-65-55					INTERNATIONAL FRANK YANKOVIC ORK (Mercury 8014)	71-70-72-72				
I Give Up All My Sins The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	60-60-65-55					Patriot The music is just what it is. The music is just what it is. The music is just what it is. The music is just what it is.	76-76-75-78				

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Like Lessee Two Drivers High Drive	Box Score Quizzes All Stars (Late Gral.) Ruthless Easy-Dance (Dono W. Rital)	\$ 79.50 89.50 224.50 98.50
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WHITE

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10c JENNINGS CHIEF }
10c JENNINGS CHIEF }
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FALLS, HANDLOAD, 2/5. } 129.50

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Los Angeles:

Continued from page 133)
lick to the music business. He injured his back on the last excursion and the boat has been on the block ever since.

George Nachweh says he has taken over the L. D. Smith route in Inglewood. Another busy operator these days is E. L. Simpson, of Alhambra. A lot of music operators are trying to get hold of "Sweet Talk," with Frankie Lane on the vocal. Seems that the recording hasn't yet been pressed. It was aired over a local disk jockey show.

Lloyd Dindinger was down from Carlsbad to renew acquaintances on Pico Street. Lawrence Reya, Colton coinman, was in town for a look-see. L. Smith from Seligman, Ariz., reports business on the upswing over his way. Other recent visitors were E. G. Bryant, Glendale, and W. L. Bell, Van Nuys.

Jim Clark, who owns a bowling alley in Santa Monica, was in town to look over the latest games on Pico Street. Another recent visitor was Pete Thelmer, Glendale coinman. Ed Wilkes, of the Paul A. Laymon Company, says his firm is getting a good play from Rally's Spot Bell and Citation. Roy Garrison, of Garrison Sales Company, Phoenix, Ariz., was in to see Wilkes last week.

Chris Torres was on Pico Street. He hails from Westmoreland. Bob Frazier, San Diego operator, was in town. Another recent visitor was Al Crow, also from San Diego.

Larry Jackson, record salesman, has just been named as editor of the California Fish and Game News. Incidentally, Larry is now angling for a weimarner pup. It's a German breed very rare in this country. Charlie Caboon left his Long Beach headquarters for a tour of coin machine row. Clyde Truss made the trek from Long Beach to renew acquaintances. Ontario's coinman, George Locall, was in town. Ditto for Jack Mallett, of Claramont.

Walter (Solly) Solomon, manager of the E. T. Mape Company, were in town on another big jaunt. Frank Butterfield, who holds down the fort when Solly is away, says they have received their sample Alco-Derco counter boxes. The local

Export Warning

WASHINGTON April 9.—The Commerce Department has issued a warning to all exporters that goods shipped in international trade should be properly marked to indicate origin. The agency stated that since many foreign countries require such marking, "failure to mark goods properly may lead to customs fines, delivery delays, refusal of admission, or even confiscation." To acquaint exporters with marking regulations issued by foreign countries, Commerce has prepared a 166-page book called Foreign Marks of Origin Regulations which may be purchased from any Commerce field office for 35 cents.

trade is quite impressed, he said. The Mape Company will get their first shipments shortly.

Mary Sells, who handles the record bar at the W. H. Leuenhagen Company, has the first new Horace Heidt records, featuring Nick Caenn and the Peppercuts. She cemented the deal with Jim Benkin, Heidt's rep. Kid Orry's platters under the name Ben label are said to be getting a good play now that he's appearing in person at the Beverly Cavern, local bistro.

Other visitors last week were Clyde Deninger, Balboa, L. Anderson, Shafter, S. L. Griffin, Pomona, Stanley Johnson, Occidente, W. S. Arbuckle, San Diego, William Olson, Terminal Island, Bob Burris, Montebello, William Schaffer, Bakersfield, D. D. Brymer, Palos Verdes; Johnny Nelsen, Van Nuys; W. Edmunds, Covina; S. W. Ketchersid, San Bernardino, and Jud Lilley, Montebello.

Al Silbermann reports his Donet-Matic machines on test are proving to be money getters. A. J. Will, local vending machine man, was seen checking some new machines. W. O. Adkins made one of his frequent trips to town from his apartment house near Pico. Stanley Tracy left that same night for the West Coast. Floyd Givens, former salesman on Pico Street.

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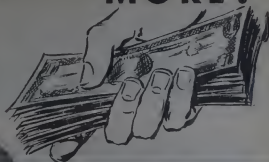


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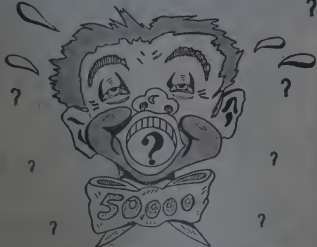


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